# LOGO MODERNISM

TASCHEN

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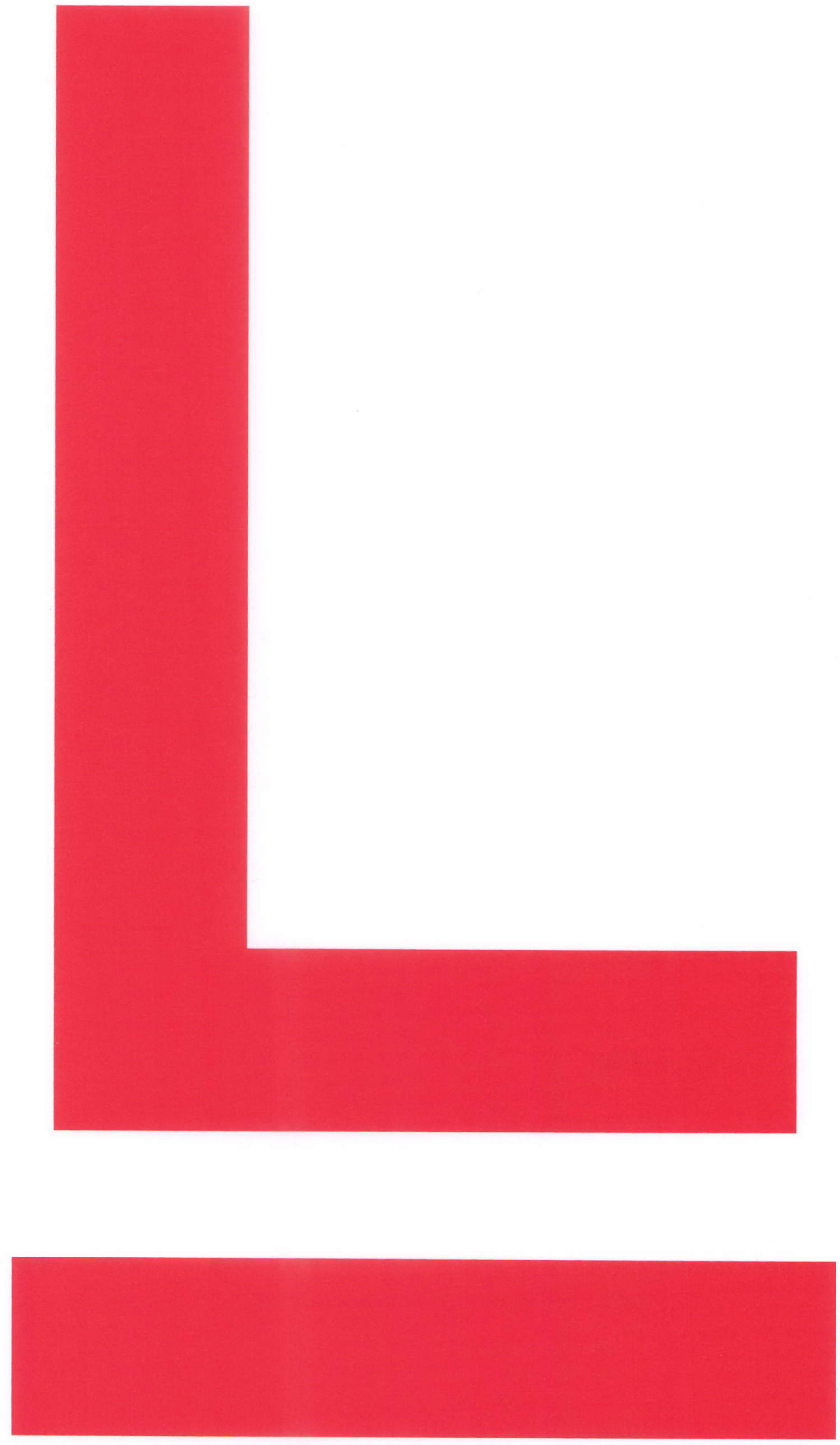


# Logo

Jens Müller

Pick up any book about logos published 50 or 60 years ago and sooner or later you will come across references to how simplicity and directness serve as a counterbalance to our "complicated world." Since time immemorial the world has been perceived as complex, and the need for simple, clear signs is nothing new. We have to realize that these and similar statements made in the mid-20th century were part of the efforts of contemporary designers to free themselves from what they saw as the mystique surrounding commercial artists. The birth of modern graphics coincided with the moment when modern graphic designers were striving to create clear-cut systems and concepts rather than to display artistic genius. Of course, the late 19th century had produced a few design pioneers, which makes it almost impossible to determine exactly when the change in the perception of graphic design occurred. However, from the 1940s onwards, what might be termed Modernism in graphic design began to take hold. Over the next two decades, as international businesses and small enterprises alike set about revamping their corporate image, Modernist graphics started to appear across the globe in every area of graphic design. Perhaps the most obvious and most enduring changes are the result of the Modernist approach to logos. Representational images made way for simple shapes. Today, the zeitgeist, trends and technical advances are leading to different solutions, the roots of which are to be found in the design parameters set in the heyday of Modernism. It is worth revisiting that era.

Ethnologists, art historians and scholars have researched the origins of signs and symbols, producing a vast body of literature. While the subject of this book is the nature and design of the Modernist logo, it is also interesting to travel further back in history and focus on some of the logo's forerunners. The historiography of design takes us back to the dawn of human history, shedding light on the cave paintings of southern France and the rock art of North America and southern Africa. Rightly so, for it was from these, humanity's earliest forms of visual expression, that script and written language were developed. Here, too, we are sure to find the roots of the modern logo. However, if we are looking for indisputable precursors of the logo, it helps to establish what the precise purpose of the medium was and continues to be, namely a label and a distinguishing mark.

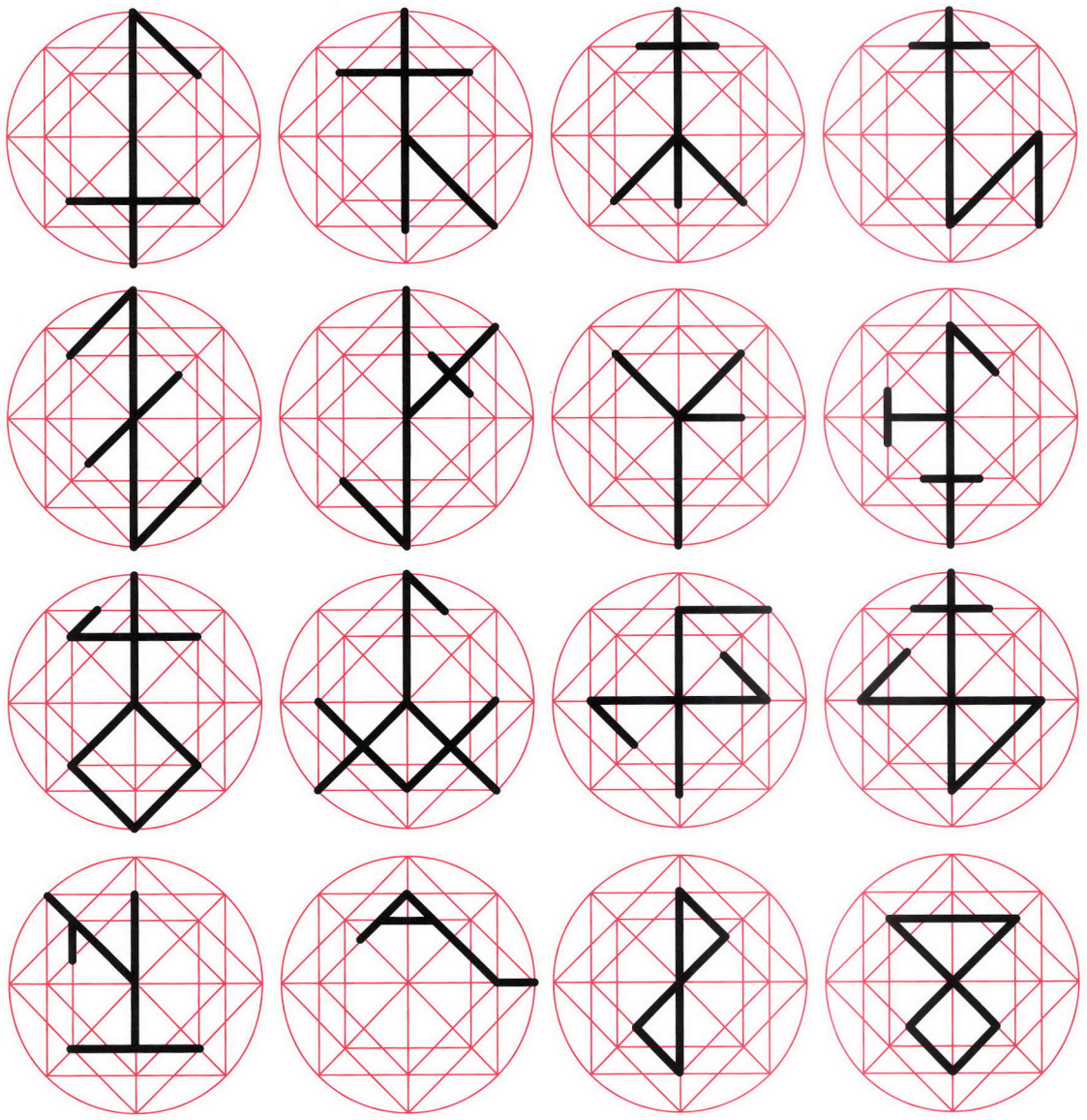
Researchers have regularly found notches or grooves on pottery dating from the dawning of the advanced civilizations of Asia, Africa and the Americas (→ 01). These were both makers' marks and quality indicators. Chinese and Roman ceramics of somewhat later date bear even more distinctive markings that can easily be interpreted as direct forerunners of what would later become logos. So-called mason's marks have been found in tombs and other ancient structures dating back as far as 2000 BC. These abstract line graphics, each with its own specific characteristics, referred to a particular

family or workshop (→ 02). From this time, it was also the custom to brand farm animals. The current meaning of the word "brand," applied to an organization's trademark, goes back to a technique developed in much earlier times. The process of creating a logo out of signs and symbols was already practiced several thousand years ago. Keepers of livestock branded them with a single initial letter, or several interwoven letters, to identify the farmer or farming community to which they belonged. In the Middle Ages it was also customary for soldiers to be branded with the monogram or emblem of their warlord (→ 03).

A monogram, as its etymology suggests, was originally a single letter with embellishments of some kind. Today what we mean by a monogram is a design based on the initials of a person's given and family name. In the days of the Holy Roman Empire this type of monogram was most commonly used in European culture by monarchs and other rulers (→ 04). It might consist of a handwritten signature or as a stamp or seal for use in official communications. These practical ways of identifying the sender of a document were later adopted by entrepreneurs and artists (→ 05). One of the best-known and most striking examples of a monogram was the "AD" used for the first time in 1498 by the artist Albrecht Dürer.

Crusades, jousting tournaments and battles for land and other possessions all helped to shape medieval society and politics. In Europe, the High Middle Ages, between the 11th and 13th centuries, coincided with the introduction of heraldic devices—images of birds and animals, such as the eagle or the lion, symbolizing power, combined with colorful motifs and insignia of supremacy such as a crown, key or scepter (→ 06). Such crests might represent estates, cities or noble families and their possessions, helping to distinguish one from another. Similarly, professional associations and other groups developed their own signs and symbols. Skilled artisans formed guilds, whose coats of arms bore emblems associated with their crafts (→ 07). A trade guild's coat of arms was not only an early version of a seal of quality. At a time of widespread illiteracy, it was also a much-needed badge of recognition for business people operating in only recently established towns and cities.

In Japan in the same historical period, *mon* ("signs" or "emblems") came into being. Based on stylized representations of plants or animals, usually monochrome and surrounded by a circle, these were first used to identify the imperial family and the families of the shoguns, or hereditary military commanders. From 1600 onwards they were adopted by people of all social classes (→ 08). Like European coats of arms, they were handed down from generation to generation in accordance with a specific set of rules. For many years, *mon* played only a minor role in everyday Japanese life but with the passage of time they came to be used as identifying marks for a family business. The famous logo of the automobile manufacturer Mitsubishi is an abstract combination of the *mon* of the two founding families.



01

Makers' marks on Greek earthenware pottery, *c.* 2300 BC

Herstellerkennungen auf griechischen Tongefäßen, ca. 2300 v. Chr.

Marques de propriétaires sur des poteries grecques, vers 2300 av. J.-C.

02

Gothic mason's marks in St Stephen's Cathedral, Vienna

Gotische Steinmetzzeichen aus dem Wiener Stephansdom

Marques de tâcherons gothiques, cathédrale Saint-Étienne de Vienne

03

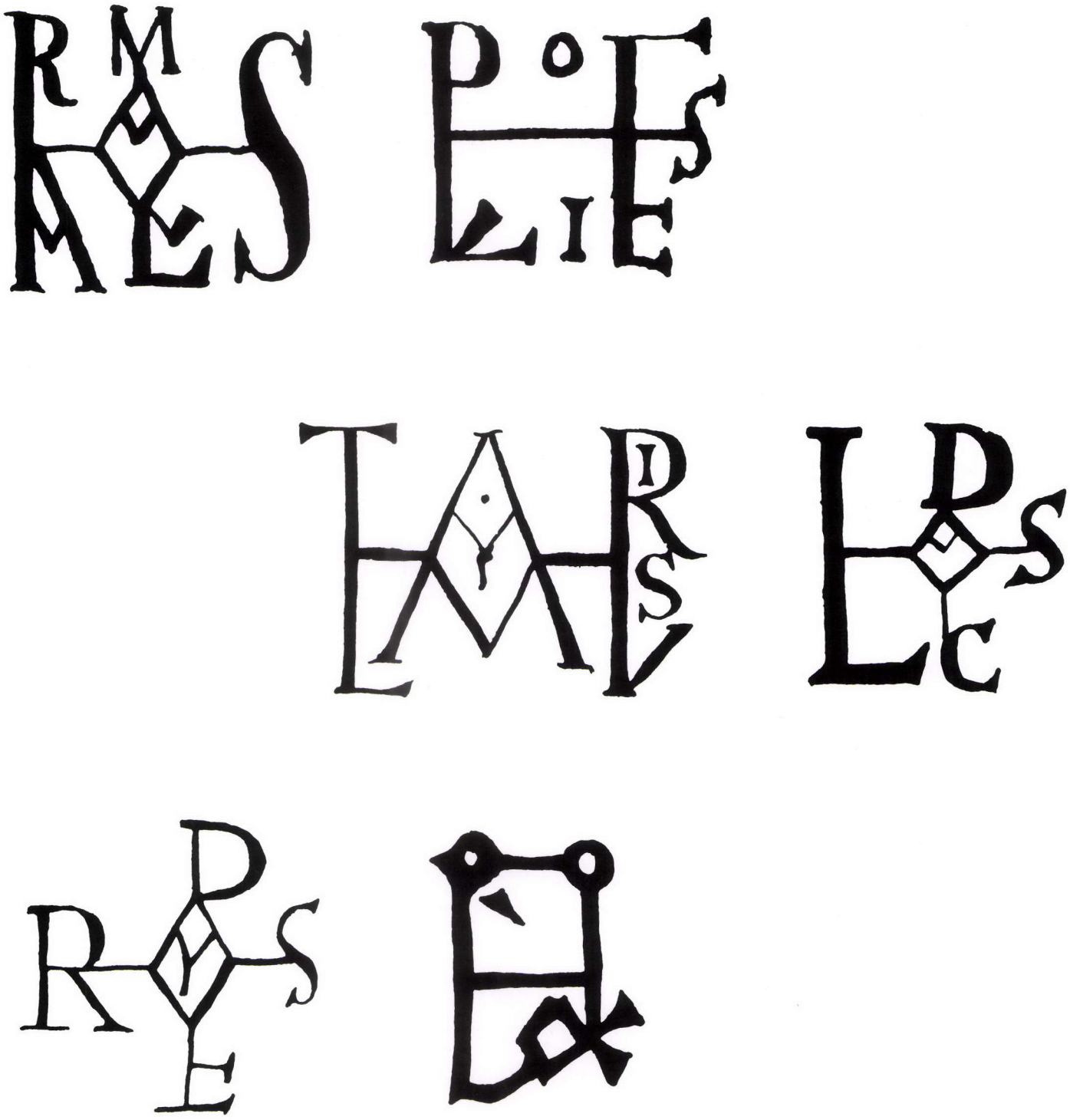
Medieval soldiers being branded, copper engraving, 1616 (detail)

Mittelalterliche Brandmarkung von Soldaten; Kupferstich aus dem Jahr 1616 (Detail)

Marquage de soldats au fer rouge. Gravure sur cuivre de 1616 (détail)

With industrialization in the second half of the 18th century, nearly every area of commerce underwent gradual change. Companies extended their geographic areas of operation and an entirely new class of customer emerged, as factory workers earned considerably more than their forebears. Urban development led to different consumer behavior and an increase in the supply of goods, which in turn sparked off the product market. Under these new selling conditions it was more vital than ever before to distinguish one supplier from another, whether selling food, furniture or fashion. In many cases, elements from a family coat of arms became a company's first logo. For example, in 1878, one of the founders of the German stationery manufacturer Pelikan registered his family crest, the pelican, as the company trademark and brand name. Pelikan owes its continuing international fame to that decision (→ 09). In the 19th century, easily recognizable figure depictions like the pelican were a common form of visual imagery. Following in the tradition of trade guilds' coats of arms, a logo was always intended to create a clear, eye-catching link with the advertiser and/or its products. At this period, there were very few examples of abstract, non-representational signs. One of the earliest was the logo of the English William Bass brewery, whose products have displayed a red triangle since around 1875 (→ 10). Revolutionary for its time, the logo was streets ahead of all the competition and even now stands out from other brewers' more traditional visual identities. An interesting historical detail: the Bass triangle was the first-ever trademark to be registered in the United Kingdom and is hence the most strongly protected.

With a few exceptions, Modernist logos only began to appear in any number in the 1920s. Influenced by the De Stijl and Bauhaus art and design movements, the still-new discipline of commercial art changed significantly at this time. Turning to abstract shapes and skilfully intermingling them with geometric forms, commercial artists created designs quite unlike the figurative images that had so far dominated their work. Oskar Schlemmer's 1922 Bauhaus logo is a perfect example of the move towards abstract graphics (→ 11). Writing in April 1926 in *Die Form*, the magazine of the Deutsche Werkbund (German Association of Craftsmen), the designer Johannes Molzahn, a close associate of the Bauhaus group although never a member, traced the thought process of an avant-garde artist bringing a logo design to fruition. "The meaning of the brand is paramount and the form is determined only by visual and mechanical laws that are intrinsic to design. Here, as in engineering, function dictates form. In reality, the creation of a brand is not so much an artistic problem as a technical and scientific one, involving both wit and imagination. Just like a machine, an aesthetically pleasing form is no more than the result of perfect construction combined with the objective of achieving the best performance." This philosophy is immediately apparent in groundbreaking logo designs like those of Wilhelm Deffke or Karl Schulpig (→ 12). Many of the succeeding generation of international designers, such as Paul Rand and Yusaku Kamekura, acknowledge the Bauhaus and its achievements as a major influence on their creations.



04

Monograms of Frankish and Holy Roman/German emperors, between 768 and 921

Monogramme fränkischer und römisch-deutscher Herrscher zwischen 768 und 921

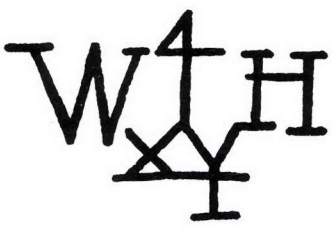
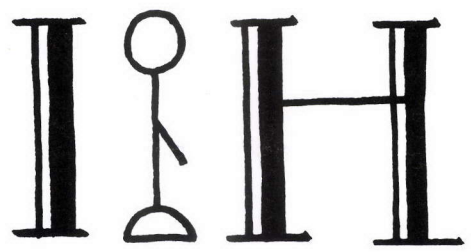
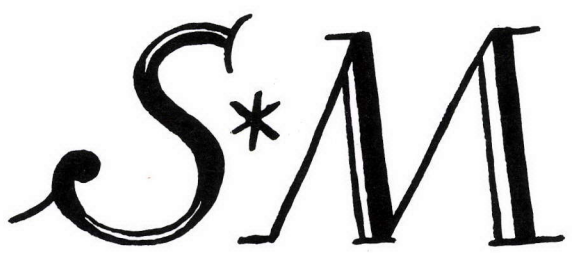
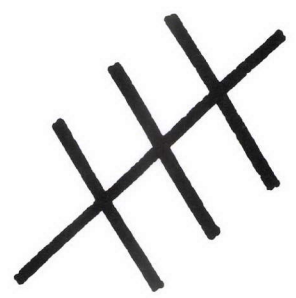
Monogrammes de souverains francs et romains germaniques entre 768 et 921

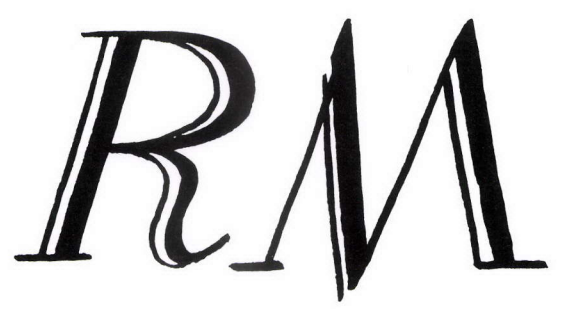
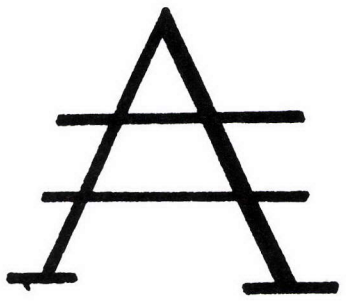
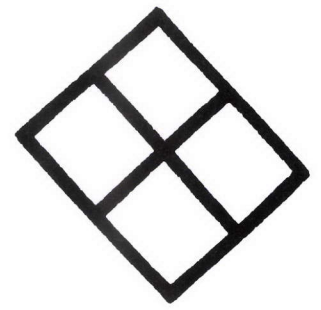
Even so, it was not until the 1940s that the Modernist logo truly began to play a major role in new designs or in the reworking of existing ones. Ultimately, it was the Swiss Style typography, initially developed by 1920s avant-garde designers and later known as International Typographic Style, that helped Modernist design to achieve its final global breakthrough in the 1950s (→ 13). Switzerland escaped much of the upheaval caused by World War II, which meant that its designers could continue to develop ideas and applications of abstract graphics, which in turn went on to inspire the new, post-war generation of designers in neighboring countries. One major contribution to the spread of the Swiss Style came from the magazine *Graphis*, founded in Zurich in 1944, and its yearbook *Graphis Annual*. The annual in particular, with its selection of Modernist graphic art from all over the world, was considered the definitive trade publication and influenced designers on every continent. In retrospect, the Swiss Style appears to have represented a finite period in the history of design which set the artistic tone, especially for such media as book jackets and posters, but which underwent partial change as new influences, such as Pop Art, began to emerge. However, its impact on the field of logo design was so radical that graphic art of the period can be seen as a genuine turning point in the history of the medium. Fundamental design parameters and methods changed, as did people's perception of the logo. Now, for the first time, as logos came into use across the board, designers were free to experiment with them.

Throughout the 1960s, as integrated corporate design systems became the norm, the logo's field of application broadened even further. The unified company image with its specific colors, typography and imagery was gradually catching on. The designer's individual method of dealing with signs and symbols was superseded by a rational, systematic approach (→ 14+15). Until the introduction of the design manual, many companies routinely used different and often playful variations on their logos for different media of communication, such as posters, annual reports and such like. Even so, apart from barely noticeable alterations in a very few logos, these variations had little effect. Only the digital revolution in media production in the 1990s brought about real change in logo design. To begin with, few designers exploited the extra possibilities offered by digital image processing and most updates to logos were purely cosmetic. Adding a drop shadow or introducing other three-dimensional effects were among the most common. In recent years, purely 3-D logos have become increasingly popular (→ 16). Because of their complexities of color and design, 3-D logos cannot be produced in single-color versions without losing important details of the design. The old ground rules, which made it impossible to include color or too many details because of reproduction problems, no longer apply thanks to advances in printing technology.

Today it seems that the logo gives designers greater freedom than ever before, but it also makes it more vital than ever to stick to a manageable number of basic design parameters. For this book

several thousand Modernist logos—mostly dating from the 1950s to the 1980s—have been collected and formally analyzed. The three main chapters, entitled "Geometric", "Effect" and "Typographic", which in turn are divided into numerous sub-categories, take this representative selection of logos and pinpoint the most important basic forms, as well as the design possibilities they offer. Leafing through the collection, it might seem at first glance that there is nothing more to add. On closer inspection, it becomes clear that by combining the design parameters introduced in the book there is still much to discover about the process of design.

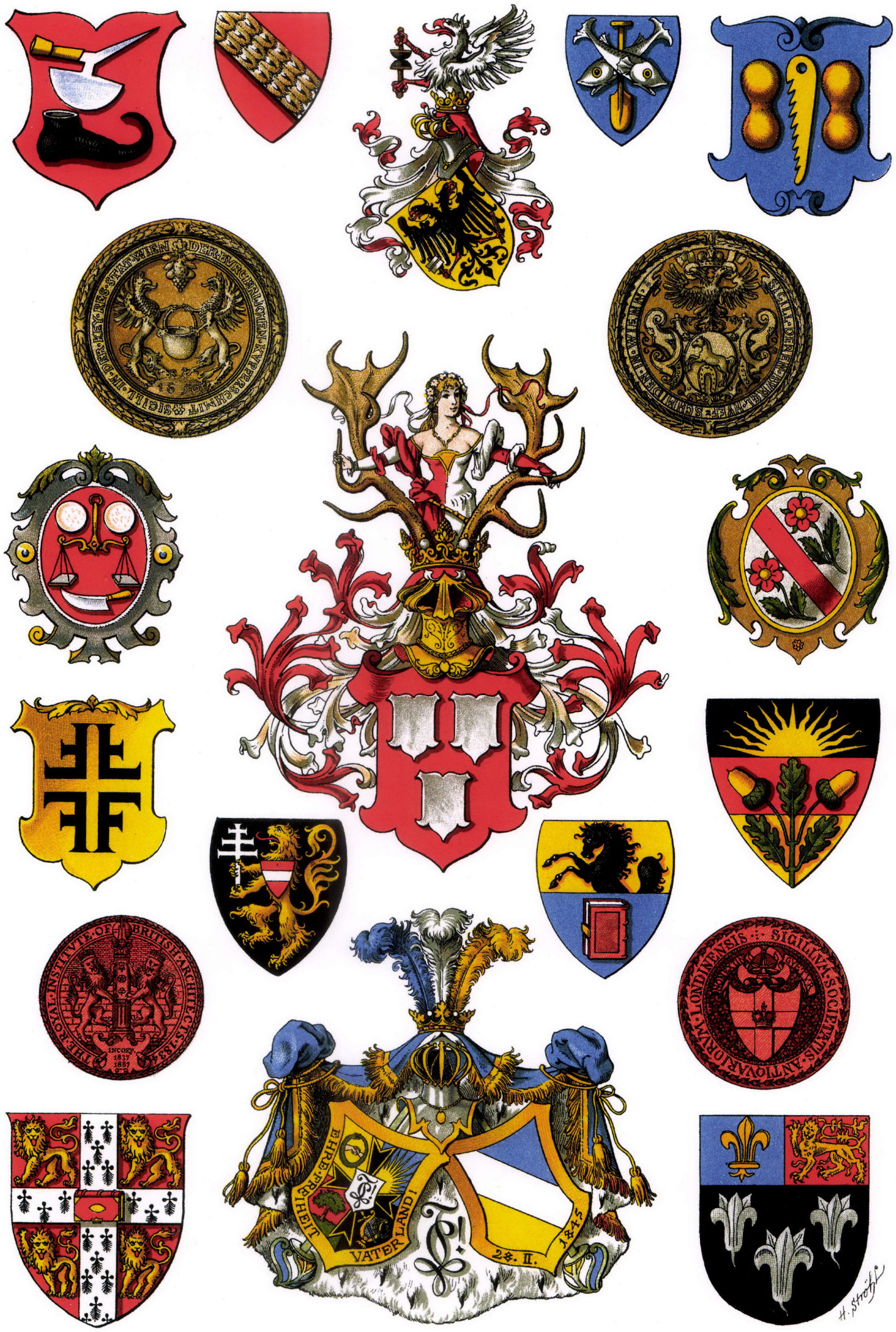




05

London coopers' monograms, second half of the 18th century

Monogramme Londoner Tonnenmacher (zweite Hälfte des 18. Jahrhunderts)

Monogrammes de tonneliers londoniens (seconde moitié du XVIII$^{e}$ siècle)




06

Typical examples of family and trade guild coats of arms

Typische Darstellungen verschiedener Familien- und Zunftwappen

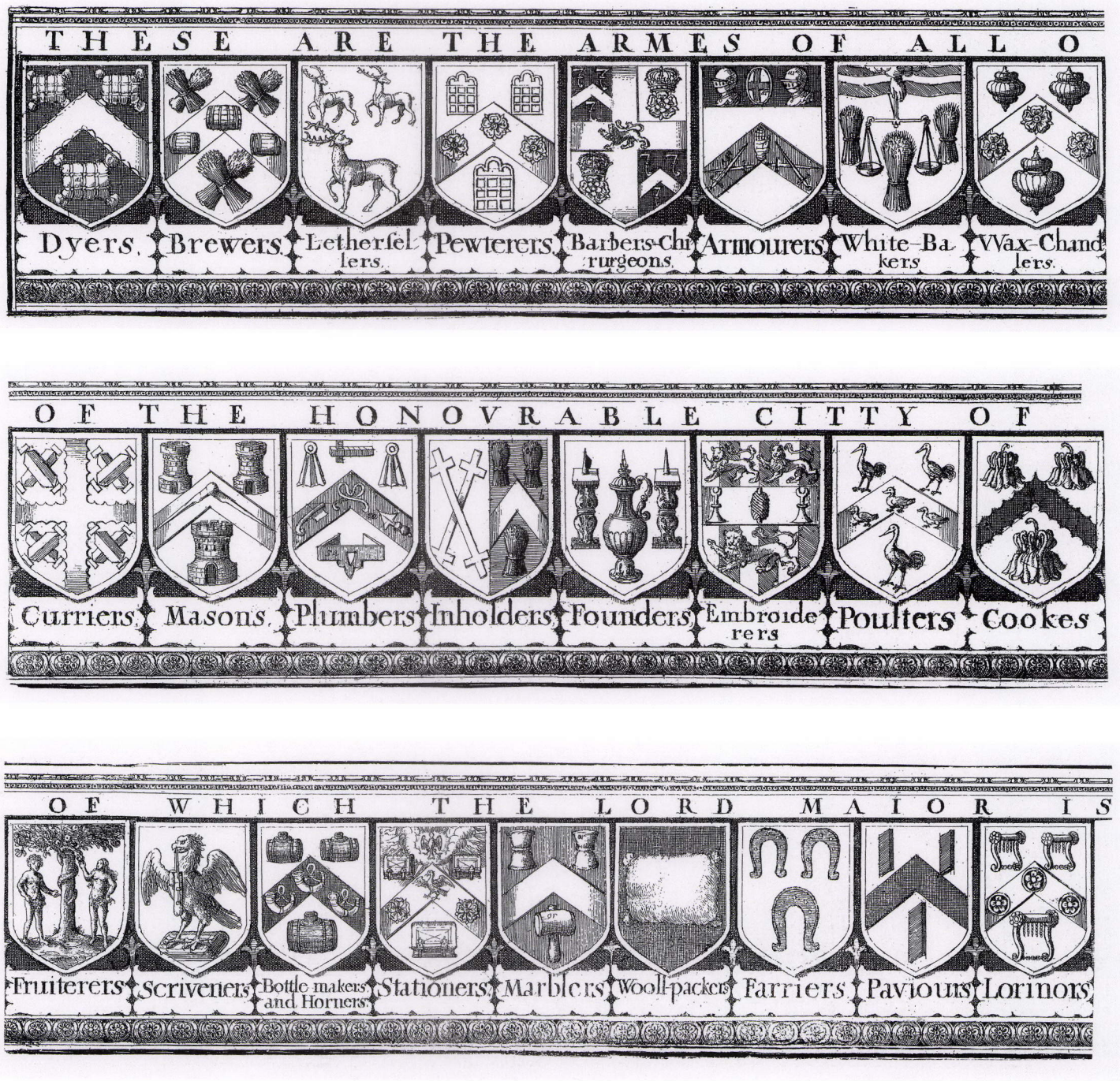
Représentations caractéristiques de différents blasons familiaux et corporatifs

**Logo**
Jens Müller

Nimmt man Publikationen über Logos zur Hand, die vor 50 oder 60 Jahren veröffentlicht worden sind, wird dort früher oder später stets auf die „komplizierte Welt" verwiesen, in der das Elementare oder Vereinfachte zum Ausgleich und zur Bewältigung dient. Die Welt wird also schon eine ganze Weile als komplex wahrgenommen und der Bedarf an einfachen und eindeutigen Zeichen ist nicht ganz neu. Man muss diese und ähnliche Ausführungen aus der Mitte des 20. Jahrhunderts heute neben anderen Aspekten als versachlichende Legitimation von Gestaltern verstehen, die sich von der mystischen Aura des Werbekünstlers befreien wollten. Denn die Geburtsstunde der modernen Grafik geht einher mit jener des modernen Grafikdesigners, der sich statt von künstlerischem Genie eher von Nüchternheit, Konzept und Systematik lenken ließ. Selbstverständlich gab es einzelne Vordenker auch vor dieser Zeit, gegen Ende des 19. Jahrhunderts, und eine Bestimmung des exakten Zeitpunktes der Veränderung des Berufsverständnisses ist kaum möglich. Dennoch ist zu erkennen, dass sich ab den 1940er-Jahren so etwas wie die Moderne im Grafikdesign durchzusetzen begann. Spätestens in den beiden folgenden Jahrzehnten sind Arbeiten neuen Stils in nahezu allen Teilen der Erde und in sämtlichen Bereichen des Grafikdesigns zu finden. Internationale Konzerne wie auch lokale Kleinunternehmen verändern ihren visuellen Auftritt. Der modernistische Ansatz hat beim Medium Logo vielleicht die deutlichsten und nachhaltigsten Veränderungen mit sich gebracht. Gegenständliche Zeichen wurden endgültig von einfachen, grafischen Formen abgelöst. Trend, Zeitgeist und technische Weiterentwicklung führen heute zwar zu veränderten Lösungen, ihre Wurzeln liegen dennoch in den Gestaltungsparametern jener Hochphase des Modernismus. Ein Blick zurück lohnt also.

Ethnologen, Kunsthistoriker und Designwissenschaftler haben die Ursprünge von Zeichen und Symbolen ausführlich erforscht und umfangreiche Literatur dazu verfasst. Auch wenn in diesem Buch das modernistische Logo und seine Gestaltungsformen im Vordergrund stehen, ist es interessant noch etwas weiter in die Geschichte zurückzugehen und den Fokus auf verschiedene Vorfahren des Mediums Logo zu lenken. Die designbezogene Geschichtsschreibung wirft ihr Licht vielfach bis in die Frühzeit der Menschheit und führt die Höhlenbilder Südfrankreichs oder Felszeichnungen in Nordamerika und Südafrika an. Zu Recht, denn aus diesen ersten visuellen Äußerungen der Menschheit entwickelten sich letztlich Schrift sowie geschriebene Sprache. Und mit Sicherheit finden sich hier auch die fundamentalen Wurzeln des heutigen Logos. Sucht man aber nach ganz eindeutigen Vorfahren, ist es zunächst hilfreich sich der bis heute unverändert zweckgebundenen Aufgabe des Mediums Logo bewusst zu werden: Kennzeichnung und Unterscheidung.

Aus der Entstehungszeit früher Hochkulturen in Asien, Afrika und Amerika datieren keramische Arbeiten, auf denen Forscher




07

Overview of all the coats of arms of the London trade guilds between 1627 and 1677

Übersicht aller Wappen der Zünfte von London zwischen 1627 und 1677

Vue d'ensemble des blasons de toutes les corporations de Londres entre 1627 et 1677

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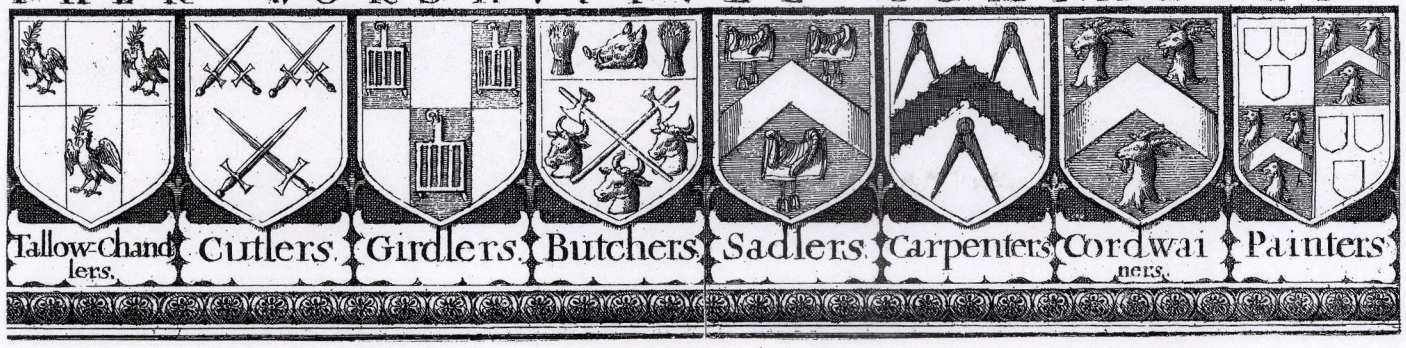
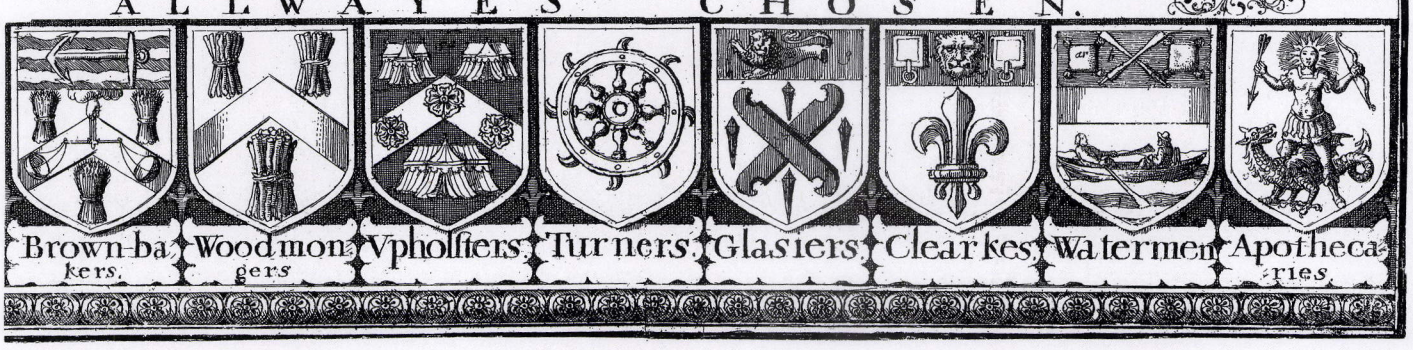



LONDON BESIDES THE TWELVE OVT

ALLWAYES CHOSEN.



systematische Einkerbungen fanden (→ 01). Diese dienten der Markierung unterschiedlicher Hersteller und als Hinweise auf abweichende Qualitäten. Auf chinesischer und römischer Keramik etwas späteren Datums waren konkretere Kennzeichnungen von noch größerer Eindeutigkeit zu finden, die endgültig als direkte Vorläufer der späteren Markenzeichen zu interpretieren sind. Auf Grabmälern und anderen historischen Bauwerken, die bis auf 2000 v. Chr. zurückdatiert werden können, fanden sich sogenannte Steinmetzzeichen. Diese abstrakten Strichgrafiken verwiesen auf unterschiedliche Familien oder Werkstätten und hatten ihre eigene Systematik (→ 02). Zur gleichen Zeit war es bereits auch üblich Nutztiere mittels Brandzeichen zu markieren. Das heutige Verständnis des Begriffs „Branding" für die Kennzeichnung einer Marke geht auf diese in der Frühzeit entwickelte Technik zurück. Für das bis heute praktizierte Verfahren der Brandzeichnung wurden schon vor mehreren tausend Jahren eigene Zeichen und Symbole entwickelt. In der Nutztierhaltung wurden dazu einzelne oder verbundene Buchstaben verwendet, die für den Besitzer oder eine Farmgemeinschaft standen. In der Zeit mittelalterlicher Schlachten war es auch üblich Soldaten per Brandmarkung mit dem Signum oder Monogramm ihrer Kriegsherren zu kennzeichnen (→ 03).

Ein solches Monogramm war, wie sich etymologisch ableiten lässt, ursprünglich ein ausgestalteter Einzelbuchstabe. Heute verstehen wir darunter vor allem die kombinierte Gestaltung von Anfangsbuchstaben eines Vor- und Nachnamens. Schon in die Zeit des Heiligen Römischen Reichs Deutscher Nation zurückdatierend, ist diese Buchstabenmarke vor allem in der europäischen Kultur ein von Herrschern und Monarchen verwendetes Zeichen (→ 04). Es wurde sowohl als handschriftliche Signatur wie auch in Form von Stempel oder Siegel für die administrative Kommunikation eingesetzt. Diese praktischen Absenderkennungen machten sich später auch Unternehmer und Künstler zunutze (→ 05). Eines der bis heute bekanntesten und markantesten Monogramme ist beispielsweise das von Albrecht Dürer 1498 erstmals verwendete „AD".

Kreuzzüge, das ritterliche Turnierwesen sowie Kämpfe um Land und andere Besitztümer bestimmten Gesellschaft und Politik des Mittelalters. Zur Zeit seiner europäischen Hochblüte zwischen dem 11. und 13. Jahrhundert entstanden die Wappen: gegenständliche Darstellungen von Kraft ausstrahlenden Tieren wie dem Adler oder dem Löwen, verbunden mit farbigen Mustern und Darstellungen von Machtinsignien wie Krone, Schlüssel oder Zepter (→ 06). Sie kennzeichneten Ländereien, Adelsfamilien oder Städte sowie deren Besitztümer und halfen, sich voneinander abzugrenzen. Parallel entwickelten auch nicht adelige Berufsgruppen und andere Gemeinschaften eigene Zeichen und Symbole. Handwerker schlossen sich zu Zünften zusammen und entwickelten Wappen, die gegenständlich eine visuelle Kurzform der jeweiligen Tätigkeit abbildeten (→ 07). Diese Zunftwappen waren nicht nur eine Art frühes Qualitätssiegel, sondern aufgrund des noch weit verbreiteten Analphabetismus eine notwendige Kennzeichnung für die Unternehmer in den noch jungen Städten.

08

Examples of Japanese *mon*, whose forerunners were family crests dating back as far as the 12th century

Beispiele japanischer Mon, deren Vorläufer seit dem 12. Jahrhundert als Familienzeichen in Gebrauch waren

Exemples de *mon* japonais ; leurs précurseurs étaient utilisés comme signes familiaux depuis le siècle

09

Development of the logo of the stationery manufacturer Pelikan between 1873 and 2003, which originated from a family crest

Entwicklung des Logos des Schreibwarenherstellers Pelikan zwischen 1873 und 2003; seine Ursprünge liegen in einem Familienwappen

Évolution du logo du fabricant d'articles d'écriture Pelikan entre 1873 et 2003 ; les origines du logo remontent à un blason familial

In Japan entstanden zeitgleich die sogenannten Mon (dt. „Zeichnung, Muster"). Basierend auf stilisierten Darstellungen von Pflanzen oder Tieren, meist einfarbig in einem umrandeten Kreis platziert, kennzeichneten sie zunächst die Kaiserfamilie und den japanischen Kriegsadel, ab 1600 schließlich auch Familien aller Stände (→ 08). Ähnlich wie die europäischen Wappen wurden sie nach bestimmten Regeln von Generation zu Generation vererbt. Im täglichen Leben spielten die Mon lange Zeit eine untergeordnete Rolle, erst im Lauf der Geschichte wurde es üblich die Symbole auch als öffentliche Kennzeichnung eines Familienunternehmens zu verwenden. So ist das bekannte Logo des Automobilherstellers Mitsubishi eine abstrahierte Kombination der Mon beider Gründerfamilien.

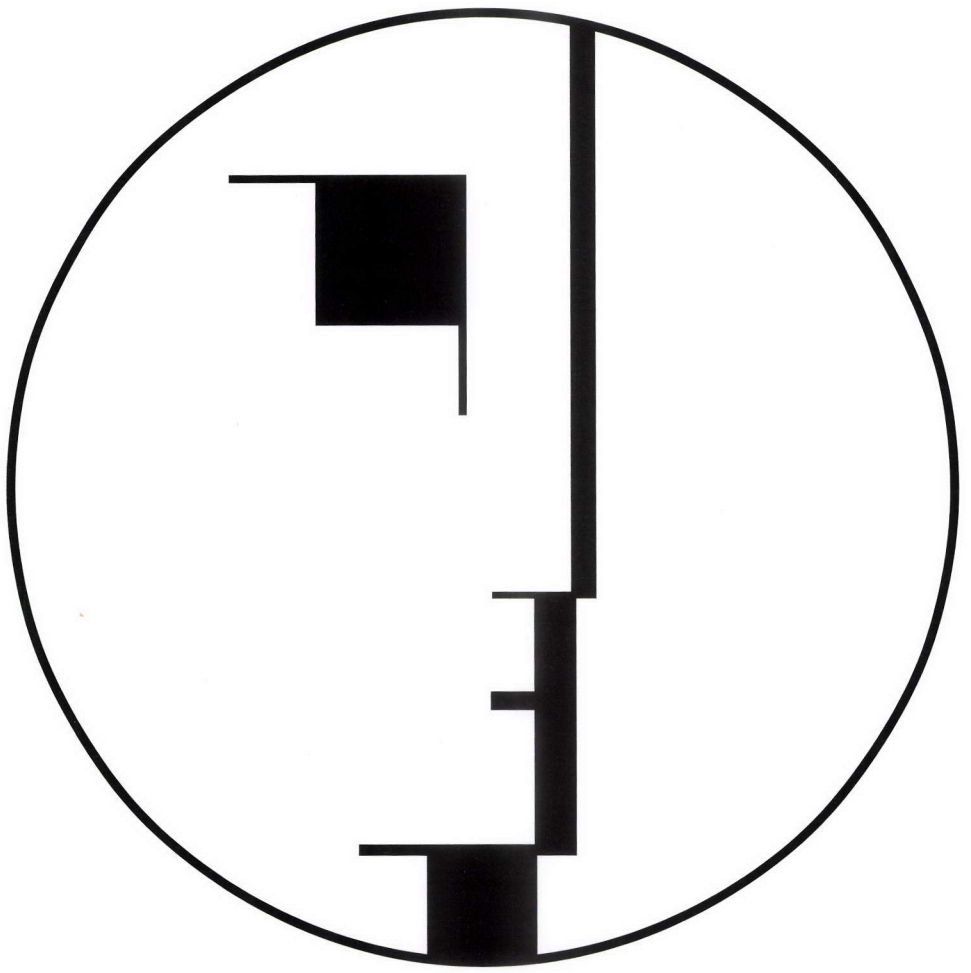
Mit der Industrialisierung zur zweiten Hälfte des 18. Jahrhunderts veränderten sich nach und nach fast alle Branchen. Unternehmen erweiterten ihre geografische Reichweite. Mit den im Vergleich zu ihren vorherigen Lebensumständen nun bessergestellten Fabriksarbeitern entstand eine ganz neue Käuferschicht. Die Urbanisierung führte zu einem veränderten Konsumverhalten und einem Anstieg des Angebots; eine Art Initialzündung des Produktmarkts ereignete sich. Ob Lebensmittel, Möbel oder Kleidung – Differenzierung war in der veränderten Marktsituation notwendiger als je zuvor. In vielen Fällen wurden Elemente aus Familienwappen zu ersten Markenzeichen. Der Pelikan als Wappentier der Familie des deutschen Schreibwarenherstellers wurde 1878 beispielsweise zum Logo und Markennamen des Unternehmens. Ihre internationale Bekanntheit verdankt die Marke bis heute auch dieser Entscheidung (→ 09). Figürliche Darstellungen, wie der genannte Pelikan, waren im 19. Jahrhundert eine übliche Form der Visualisierung. Aus der Tradition der Zünftewappen heraus wurde angestrebt, dass ein Logo eine deutliche und plakative Verbindung zum Unternehmer oder zum Angebot des Unternehmens herstellte. Nur vereinzelt entstanden bereits zu dieser Zeit abstrakte und nicht-gegenständliche Zeichen. Eines der ganz frühen Beispiele ist die englische Brauerei William Bass, die spätestens seit 1875 ein rotes Dreieck als Logo auf ihre Erzeugnisse druckte (→ 10). Die damals revolutionäre Kennzeichnung hob sich mehr als deutlich von der gesamten Konkurrenz ab und unterscheidet die Marke bis heute von der eher traditionell geprägten visuellen Erscheinung anderer Bierbrauer. Als interessantes Detail der Geschichte war das Bass-Dreieck das allererste überhaupt in Großbritannien angemeldete und damit geschützte Markenzeichen.

Von einigen Ausnahmen abgesehen begann die erste Phase modernistischer Logos jedoch erst in den 1920er-Jahren. Von den künstlerischen und grafischen Bewegungen um De Stijl und Bauhaus geprägt, veränderte sich die noch junge Disziplin der Gebrauchsgrafik in dieser Zeit maßgeblich. Der Griff zu abstrakten Formen und die gekonnte Kombination geometrischer Elemente führten zu neuen Lösungen, die einen extremen Gegensatz zu den bis dahin vorherrschenden gegenständlichen Ausdrucksformen darstellten. Das 1922 von Oskar Schlemmer entworfene Logo für das Bauhaus selbst ist ein ideales Exempel für den Übergang zur abstrakten Grafik (→ 11). Im April 1926 erschien in der

Werkbund-Zeitschrift *Die Form* ein Artikel des dem Bauhaus nahestehenden Gestalters Johannes Molzahn, worin die Gedankengänge der Avantgardisten zum modernen Logo auf den Punkt gebracht werden: „Der Markensinn ist absolut und die Form wird allein bestimmt von optisch-mechanischen Gesetzen, die die Gestalt nach sich ziehen; hier fordert Funktion eine Form in derselben Weise wie im Maschinenbau. Die Markenfrage ist in Wirklichkeit kein künstlerisches Problem zuerst, vielmehr ein technisch-wissenschaftliches und lebendig-psychisches; die ästhetische Form ist hier genau wie bei der Maschine nur das Resultat vollkommener Konstruktion, mit dem Sinn höchster Leistungsfähigkeit." Diese Philosophie wird in Pionierarbeiten der modernen Logogestaltung wie etwa von Wilhelm Deffke oder Karl Schulpig unmittelbar spürbar (→ 12). Auch zahlreiche internationale Gestalter der nächsten Generation wie Paul Rand oder Yusaku Kamekura nannten das Bauhaus und seine Errungenschaften wichtige Einflussfaktoren ihrer Arbeit.

Dennoch begann sich das modernistische Logo bei Neuentwürfen oder Überarbeitungen alter Zeichen erst im Laufe der 1940er-Jahre flächendeckend durchzusetzen. Die wiederum durch die Avantgardisten der 1920er-Jahre begründete Bewegung der Schweizer Typografie, später auch als „International Typographic Style" bezeichnet, verhalf der modernen Grafik schließlich ab den 1950er-Jahren endgültig zum Durchbuch – auch international (→ 13). In der durch den Zweiten Weltkrieg weniger belasteten Schweiz konnten sich Ideen und Ansätze der abstrakten Grafik weiterentwickeln, und sie wurden nach Ende des Krieges von einer neuen Gestaltergeneration dankbar aufgenommen. Einen nicht unwesentlichen Beitrag zur Verbreitung des Schweizer Stils dürften dabei die 1944 in Zürich gegründete Zeitschrift *Graphis* und ihr Jahrbuch *Graphis Annual* geleistet haben. Vor allem das Jahrbuch mit einer Auswahl moderner Arbeiten aus aller Welt war so etwas wie das Leitmedium jener Zeit. Es erreichte und beeinflusste Gestalter auf allen Kontinenten. Bezogen auf Medien wie Buchumschläge oder Plakate stellt der Schweizer Stil rückblickend eine abgeschlossene Ära der Designgeschichte dar, die gestalterisch den Ton angab, später aber zumindest in Teilen durch neue Einflüsse – unter anderem aus der Pop Art – verändert wurde. Der Einfluss im Bereich des Logos war jedoch so einschneidend, dass man das damalige Schaffen als wirkliche Zäsur in der Entwicklung des Mediums werten kann. Grundlegende Gestaltungsparameter, die sowohl die Entwurfstechnik wie auch die Wahrnehmung von Markenzeichen verändert haben, wurden damals erstmals in voller Bandbreite angewendet und ausgelotet.

Im Laufe der 1960er-Jahre wurde das Anwendungsfeld des Logos durch integral konzipierte Corporate-Design-Systeme noch einmal erweitert. Einheitliche Unternehmensauftritte mit Normen zu Farbigkeit, Typografie, Bildsprache und anderen Elementen setzten sich zunehmend durch. Reglementierte Systematik und Ordnung lösten den bislang individuellen Umgang mit Zeichen ab (→ 14+15). Bis zur Einführung von Design-Manuals war es in vielen Unternehmen üblich, das Logo in verschiedenen Kommunikationsmedien (Plakat, Geschäftsbericht etc.) ganz unterschiedlich und oft auch spielerisch variierend einzusetzen.



10

Logo of the English William Bass brewery, introduced *c.* 1875

Markenzeichen der englischen Brauerei William Bass, entstanden ca. 1875

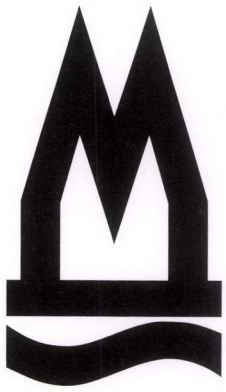
Marque commerciale du brasseur anglais William Bass, créée vers 1875

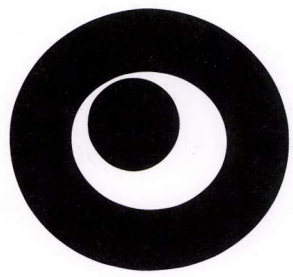
11

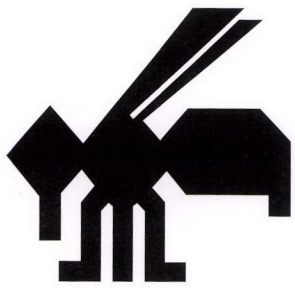
Logo of the Bauhaus in Weimar, designed by Oskar Schlemmer in 1922

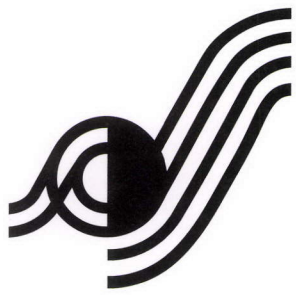
Logo des Staatlichen Bauhauses in Weimar, entworfen 1922 von Oskar Schlemmer

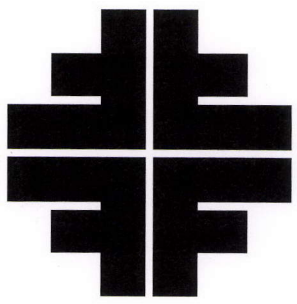
Logo du Bauhaus de Weimar, dessiné en 1922 par Oskar Schlemmer

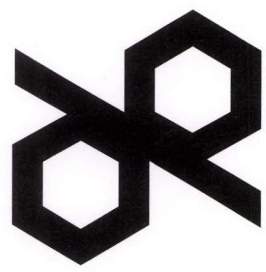


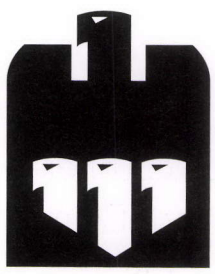


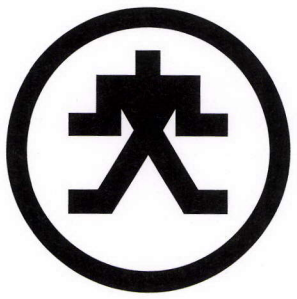


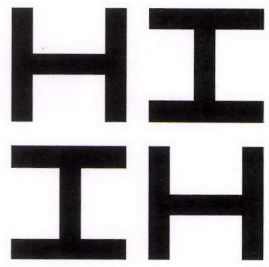


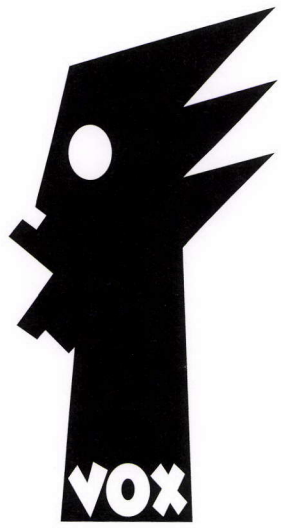


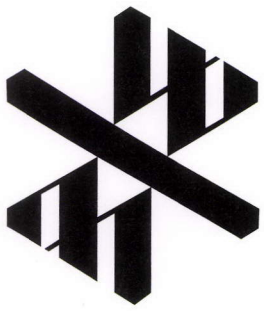










12

Designs from the 1920s by German logo pioneers Karl Schulpig (left), Johannes Molzahn (center) and Wilhelm Deffke (right)

Entwürfe der deutschen Logo-pioniere Karl Schulpig (links), Johannes Molzahn (Mitte) und Wilhelm Deffke (rechts) aus den 1920-Jahren

Réalisations des pionniers allemands du logo Karl Schulpig (colonne de gauche), Johannes Molzahn (colonne centrale) et Wilhelm Deffke (colonne de droite) datant des années 1920

In ihrem grundsätzlichen Aussehen wurden die Logos durch diese Veränderungen jedoch nur unwesentlich und in Einzelfällen beeinflusst. Erst die digitale Revolution im Bereich der Medienproduktion in den 1990er-Jahren verursachte Veränderungen in der Logoausgestaltung selbst. Erweiterte Möglichkeiten der Bildbearbeitung am Computer führten zunächst zu eher rein kosmetischen Aktualisierungen zahlreicher Zeichen. Das Hinzufügen eines Schlagschattens oder das Einfügen anderer dreidimensionaler Effekte waren die gängigen Eingriffe. In den letzten Jahren entstanden verstärkt auch rein dreidimensionale Logos (→ 16). Aufgrund ihrer Komplexität können 3D-Logos nicht einfarbig wiedergegeben werden, ohne dabei wesentliche Gestaltungselemente zu verlieren. Alte Grundregeln, nach denen Farbigkeit oder zu viele Details aufgrund von Problemen in der Reproduzierbarkeit ausgeschlossen waren, gelten dank fortgeschrittener Drucktechnik nicht mehr.

Das Logo bietet heute also scheinbar mehr Gestaltungsfreiraum denn je. Umso notwendiger ist der Blick auf die überschaubare Anzahl grundlegender Designparameter. Für dieses Buch wurden mehrere tausend modernistische Logos – vor allem aus den 1950er- bis 1980er-Jahren – zusammengetragen und formal analysiert. Die drei Hauptkapitel „Geometrisch", „Effekt" und „Typografisch", die wiederum aus zahlreichen Subkategorien bestehen, zeigen dabei die wichtigsten Grundformen und Entwurfsmöglichkeiten auf, die in dieser repräsentativen Menge von Logos zu finden sind. Beim Durchblättern dieser Sammlung scheint es zunächst so, als wäre alles schon einmal da gewesen. Bei genauerem Hinsehen wird jedoch deutlich, dass in der Kombination der vorgestellten Gestaltungsparameter noch unlimitierte Möglichkeiten liegen, die es im Entwurfsprozess zu entdecken gilt.

**Logo**
Jens Müller

Lorsqu'on passe en revue les publications parues voici cinquante ou soixante ans autour du logo, on tombe tôt ou tard sur un passage évoquant ce « monde compliqué » auquel l'élémentaire et la simplification doivent servir de contrepoids et d'outils de contrôle. Le fait que le monde soit perçu comme complexe ne date donc pas d'hier, et le besoin de signes simples et intelligibles n'est pas vraiment nouveau. Tout comme d'autres aspects, cette explication et d'autres de la même veine avancées au milieu du XX^e siècle doivent être comprises comme une recherche de légitimité objective de la part des designers, qui voulaient se débarrasser de l'aura mystique entourant l'artiste affichiste. De fait, la naissance du graphisme moderne est indissolublement liée à celle d'un graphiste moderne moins inspiré par le génie artistique que guidé par la sobriété, la conceptualisation et la systématique. Des précurseurs isolés ont bien sûr existé dès avant cette époque, vers la fin du XIX^e siècle, ce qui rend difficile de désigner le moment précis où la conscience du métier a changé chez les professionnels. Reste qu'à partir des années 1940 on observe que quelque chose que l'on pourrait appeler la modernité commence à s'imposer dans le domaine du design graphique. Au plus tard pendant les deux décennies suivantes, des travaux représentant ce nouveau style apparaissent un peu partout dans le monde et dans tous les secteurs du graphisme. Des groupes internationaux aussi bien que de petites entreprises régionales rénovent alors leur présentation visuelle. C'est peut-être dans le domaine du logo que l'esprit moderniste a produit les changements les plus manifestes et les plus durables. Si les tendances, l'esprit du temps et les évolutions techniques conduisent aujourd'hui à des solutions divergentes, celles-ci n'en plongent pas moins leurs racines dans les paramètres créatifs de cette apogée de la modernité. Un regard rétrospectif ne peut donc être qu'enrichissant.

Les ethnologues, les historiens de l'art et les spécialistes du design ont analysé en détails les origines des signes et des symboles de l'humanité et produit une immense littérature sur ce sujet. Même si le logo moderne et ses manifestations formelles constituent l'objet principal du présent ouvrage, il n'est pas inutile de remonter un peu plus haut dans l'histoire et de mettre un coup de projecteur sur quelques ancêtres de ce média. L'historiographie du design fait souvent remonter jusqu'à l'aube de l'humanité en citant les peintures préhistoriques du sud de la France et les dessins pariétaux d'Amérique du Nord ou d'Afrique du Sud. À juste titre, car c'est à partir de ces premières manifestations visuelles de l'humanité que se sont finalement développés l'écriture et le langage écrit, et c'est aussi là qu'on trouvera les racines primordiales du logo actuel. Lorsqu'on cherche toutefois les ancêtres qui coulent de source, il s'avère utile de saisir la fonction du logo qui, aujourd'hui comme hier, ressort d'un usage utilitaire : caractérisation et démarcation.

De l'apparition des premières civilisations en Asie, en Afrique et en Amérique datent des pièces de céramique sur lesquelles les chercheurs ont trouvé les premières entailles systématiques (→ 01). Celles-ci servaient

13

Poster for the 33rd Venice Biennale, created by the Dutch designer Bob Noorda in 1966 for the Milan office of Unimark International

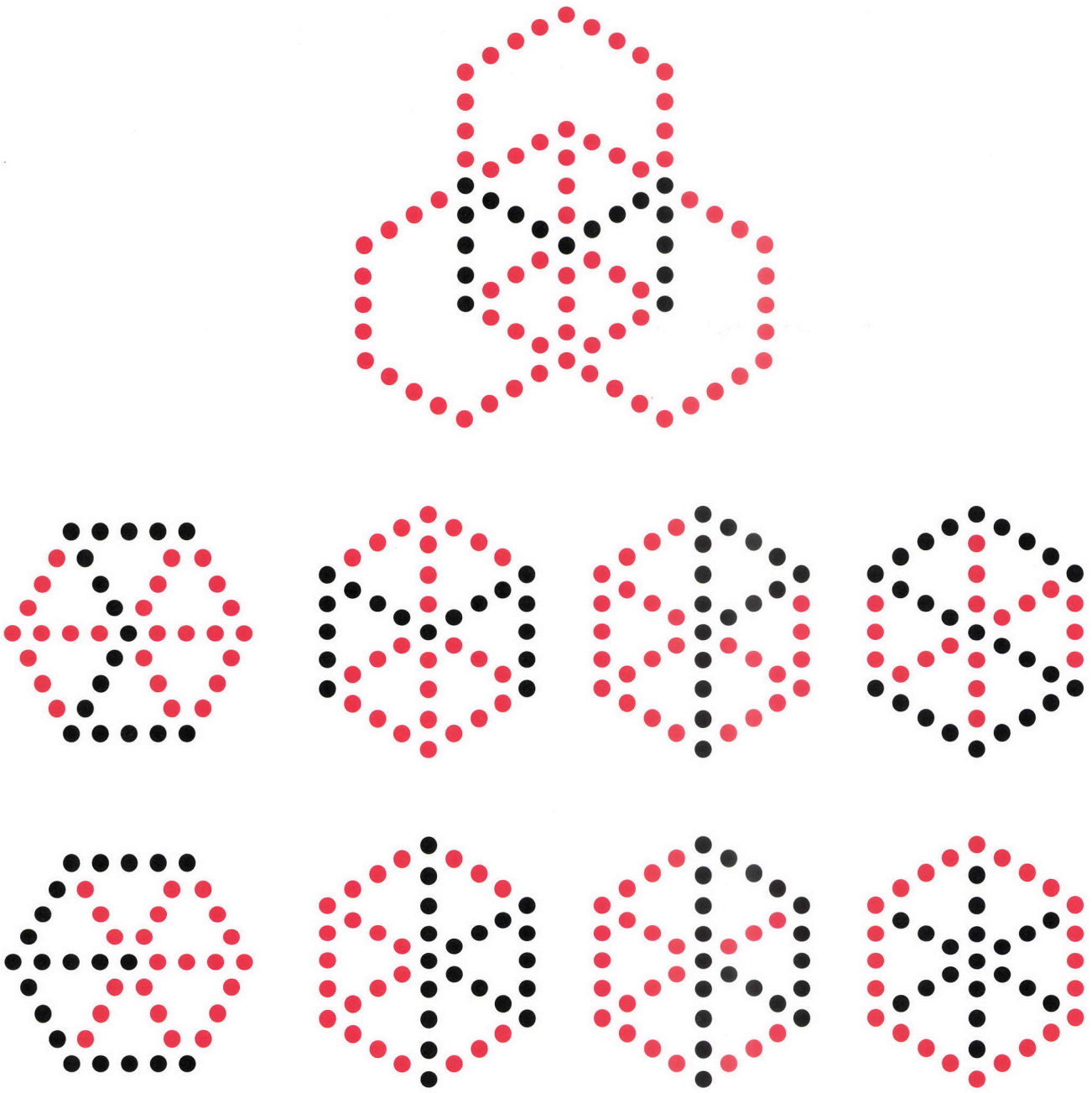
Plakat zur 33. Biennale in Venedig, entworfen 1966 vom niederländischen Gestalter Bob Noorda für das Mailänder Büro von Unimark International

Affiche de la 33ème Biennale de Venise dessinée en 1966 par le designer néerlandais Bob Noorda pour le bureau milanais d'Unimark International

à identifier différents fabricants et à signaliser des qualités divergentes. Sur les céramiques chinoises et romaines d'époques un peu plus tardives, on a trouvé des caractérisations encore plus claires qui ne laissent subsister aucun doute sur le fait qu'elles sont les précurseurs directs des futures marques commerciales. Sur des tombeaux et des édifices historiques qui peuvent être datés jusqu'à 2000 avant notre ère, on a trouvé des « marques de tâcherons ». Ces gravures linéaires abstraites renvoyaient à différents ateliers ou familles et avaient leur propre systématique (→ 02). À la même époque, le marquage des bêtes au fer rouge est déjà une pratique courante. La compréhension de l'anglais « branding » pour désigner la caractérisation d'une marque commerciale remonte à cette technique apparue à la fin de la préhistoire. Dans le cadre de la pratique du marquage des bêtes, qui s'est conservée jusqu'à nos jours, des signes et des symboles ont été développés voici plusieurs milliers d'années. Dans le domaine de l'élevage, on utilisait des lettres isolées ou combinées représentant le propriétaire ou une communauté fermière. À l'époque des batailles médiévales, il était aussi courant de marquer les soldats du signet ou du monogramme de leur commandant (→ 03).

Comme l'indique l'étymologie du terme, le monogramme a d'abord été une lettre isolée intégralement dessinée. Aujourd'hui, le terme désigne surtout une graphie visuelle combinant les initiales d'un prénom et d'un nom de famille. Dès l'époque du Saint Empire romain germanique, ce type de sigle fut utilisé par les princes et les souverains – avant tout dans la culture européenne (→ 04). On le trouve alors aussi bien sous forme de signature manuscrite que de cachet ou de sceau dans le cadre de communications administratives. Plus tard, les entrepreneurs et les artistes tirent à leur tour parti de ces caractérisations d'expéditeur de nature pratique (→ 05). Un des monogrammes les plus célèbres reste à ce jour le sigle « AD » utilisé pour la première fois en 1498 par Albrecht Dürer.

Le monde des croisades, de la chevalerie et des tournois, mais aussi les conflits autour de la conquête de territoires ou d'autres biens ont déterminé la société et la politique du Moyen Âge. À l'apogée de cette période historique, entre les XI$^{e}$ et XIII$^{e}$ siècles, apparaissent les blasons, représentations figurées d'animaux rayonnant de force comme l'aigle ou le lion, représentations associées à des motifs colorés et des insignes de pouvoir comme la couronne, les clés ou le sceptre (→ 06). Les blasons servent à marquer des terres, à caractériser des familles nobles ou des villes ainsi que leurs propriétés, et à se démarquer les uns des autres. En même temps, des groupements professionnels appartenant au tiers état et d'autres communautés développent à leur tour leurs propres signes et symboles. Les artisans se regroupent en corporations et développent des blasons qui représentent leur activité par un raccourci figuré (→ 07). Ces blasons corporatifs n'étaient pas seulement une sorte de label de qualité, mais aussi, dans le contexte d'un analphabétisme encore largement répandu, une caractérisation incontournable pour les entrepreneurs des jeunes métropoles.

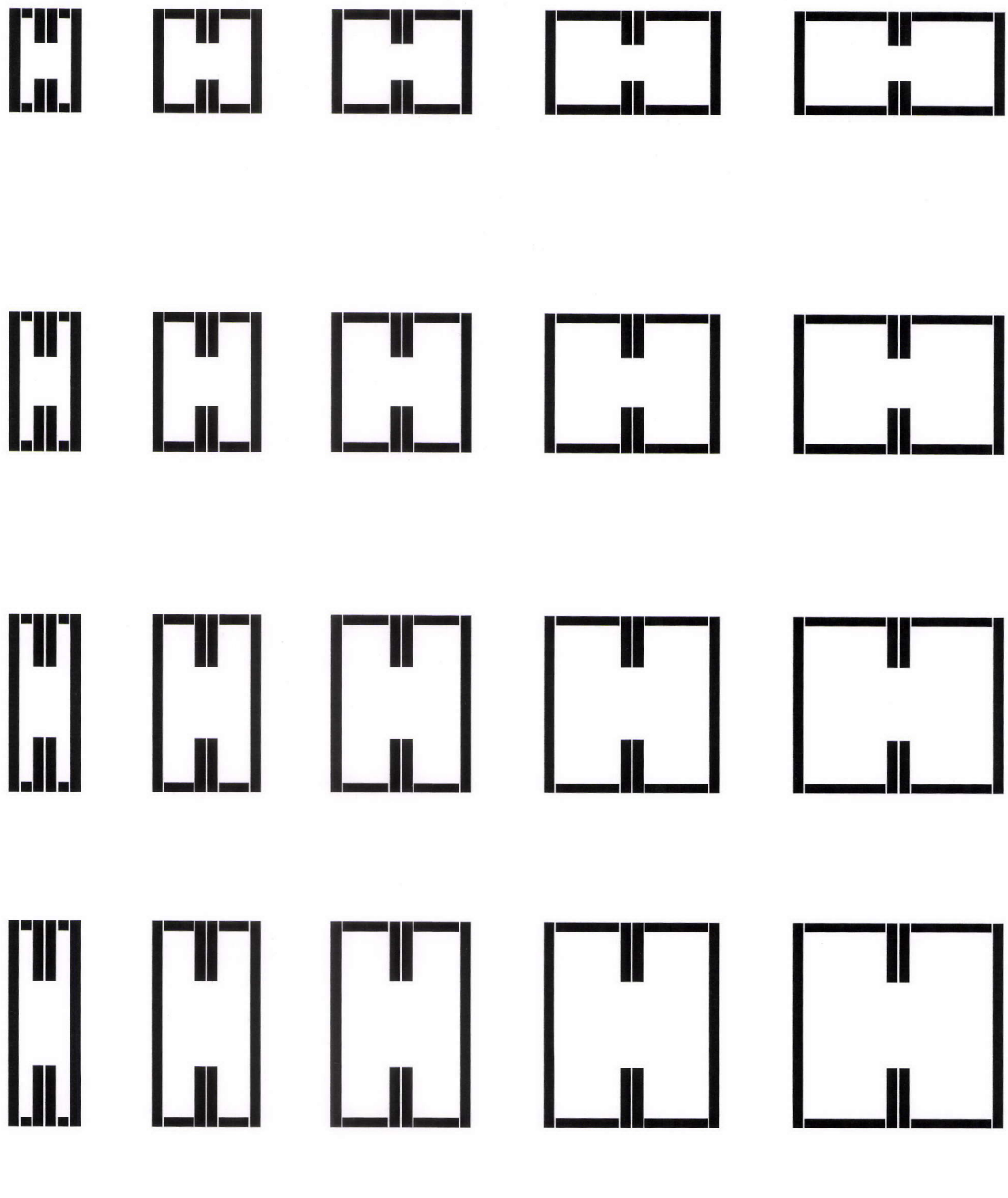


14

Design system developed by FHK Henrion in the 1960s for management consultancy Metra and its international subsidiaries

In den 1960er-Jahren von FHK Henrion entwickeltes Zeichensystem für die Unternehmensberatung Metra und deren internationaler Tochterunternehmen

Système de signes développé dans les années 1960 par FHK Henrion pour la société de conseil Metra et ses filiales internationales



15

Karl Gerstner's 1960 modular logo system for the German furniture manufacturer Holzäpfel

Von Karl Gerstner um 1960 entwickeltes modulares Logosystem für den deutschen Möbelhersteller Holzäpfel

Système de logo modulaire développé vers 1960 par Karl Gerstner pour le fabricant allemand de meubles Holzäpfel

À la même époque, on voit apparaître au Japon les insignes héraldiques appelés *mon* (fr. dessin, motif). Créés sur la base de représentations stylisées de végétaux ou d'animaux généralement monochromes placées dans un cercle clairement cerné, les *mon* caractérisent d'abord la famille impériale et la noblesse guerrière du Japon et, pour finir, à partir de 1600, également les familles de toutes les classes de la société (→ 08). Un peu comme les blasons en Europe, ils se transmettent de génération en génération selon des règles bien précises. Dans la vie quotidienne, il devint ensuite courant d'utiliser ce type de symboles pour la caractérisation publique d'une entreprise familiale. C'est ainsi que le célèbre logo du constructeur automobile Mitsubishi est une combinaison abstraite des *mon* des deux familles fondatrices.

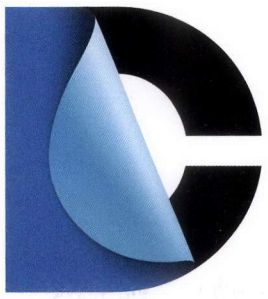
Avec la révolution industrielle de la seconde moitié du XVIII[e] siècle, presque toutes les branches de l'industrie évoluent peu à peu. Les entreprises étendent leur rayon d'action géographique. Avec les ouvriers d'usines, dont le statut était alors comparativement meilleur, une toute nouvelle couche d'acheteurs voit le jour. L'urbanisation croissante modifie les habitudes de consommation et entraîne une augmentation de l'offre. Il se produit ainsi une sorte de mise à feu initiale du marché des produits. Alimentaire, mobilier ou habillement – dans le cadre des nouvelles conditions du marché, il devient plus nécessaire que jamais de se démarquer. Bien souvent, les premières marques commerciales sont créées à partir d'éléments tirés de blasons familiaux. Pour citer un exemple, en 1878, le pélican, animal héraldique de la famille du fabricant d'articles d'écriture Pelikan, devint le logo et le nom de l'entreprise. C'est notamment à cette décision que cette marque doit jusqu'à aujourd'hui sa notoriété internationale (→ 09). Au XIX[e] siècle, les représentations figurées comme le pélican deviennent une forme courante de représentation visuelle. Dans la tradition des blasons corporatifs, l'on cherche alors à ce qu'un logo exprime un lien clair et frappant avec l'entrepreneur ou l'offre de l'entreprise. Dès cette époque apparaissent aussi des signes abstraits et non figuratifs, mais ils sont encore l'exception. Un des tout premiers exemples en est le brasseur anglais William Bass qui, au plus tard en 1875, fit imprimer sur ses produits un triangle rouge utilisé comme logo (→ 10). Cette caractérisation révolutionnaire se démarquait alors de manière pour le moins voyante de toute la concurrence et continue à distinguer aujourd'hui cette marque parmi les identités visuelles plutôt traditionnelles des autres brasseurs. Détail intéressant dans ce contexte, le triangle de Bass fut la toute première marque commerciale déposée – et donc protégée – enregistrée au Royaume-Uni.

À quelques exceptions près, il faut toutefois attendre les années 1920 pour voir s'ouvrir la première phase du logo moderne. À l'époque, le design graphique, discipline encore jeune, change de manière décisive sous l'influence des mouvements artistiques et graphiques de la mouvance De Stijl et du Bauhaus. L'utilisation de formes abstraites et la combinaison savante d'éléments géométriques

conduisent alors à des solutions inédites qui sont en opposition maximale avec les formes d'expression figuratives jusqu'alors prédominantes. Le logo qu'Oskar Schlemmer conçoit précisément en 1922 pour le Bauhaus illustre parfaitement cette transition vers le graphisme abstrait (→ 11). En avril 1926, la revue du Deutsche Werkbund *Die Form* publie un article de Johannes Molzahn, créateur proche du Bauhaus, qui dégage l'essentiel des réflexions de l'avant-garde du logo : « L'esprit de la marque est un absolu, la forme est exclusivement déterminée par des lois optico-mécaniques qui guident la création. Ici, la fonction crée la forme tout comme dans le domaine de l'ingénierie mécanique. En réalité, la question de la marque n'est pas un problème d'abord artistique, mais bien plutôt un problème technico-scientifique et concrètement psychique. Comme dans le cas de la machine, la forme esthétique n'est ici rien d'autre que le résultat d'une construction parfaite, l'objectif étant l'excellence des performances. » Cette philosophie est concrétisée le plus clairement dans les réalisations pionnières de Wilhelm Deffke et Karl Schulpig (→ 12). De nombreux designers internationaux de la génération suivante, comme Paul Rand ou Yusaku Kamekura, ont eux aussi cité le Bauhaus et ses acquis comme des influences importantes pour leur travail.

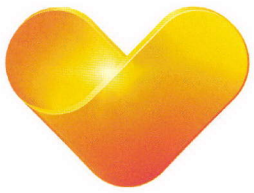
Mais c'est seulement au cours des années 1940 que le logo moderne commence à s'imposer largement dans le cadre de nouveaux projets ou lors du remaniement de signes déjà existants. Pour finir, à partir des années 1950, le mouvement de la typographie suisse – parfois appelé « International Typographic Style », fondé lui aussi par des avant-gardistes des années 1920, apportera une contribution décisive à la percée définitive de la création graphique moderne, notamment sur le plan international (→ 13). Dans une Suisse moins directement touchée par la Seconde Guerre mondiale, les idées et les orientations du graphisme international ont pu continuer de se développer et, à la fin de la guerre, elles vont être saluées par une nouvelle génération de graphistes – d'abord dans les pays voisins. Une contribution non négligeable à la diffusion du style suisse a été apportée par la revue *Graphis*, fondée en 1944 à Zurich, et par sa publication annuelle *Graphis Annual*. C'est surtout cette dernière, avec sa sélection de projets réalisés dans le monde entier, qui fut le média le plus influent de l'époque. Elle atteignit et influença des créateurs des cinq continents. Dans le domaine de la couverture de livre ou de l'affiche, le style suisse, considéré rétrospectivement, marque une phase révolue de l'histoire du design. S'il a donné le ton de la création à son époque, ce style sera ensuite modifié au moins en partie par de nouvelles influences – notamment celle du Pop Art. L'empreinte qu'il a laissée dans le domaine du logo a toutefois été telle qu'il faut considérer les créations de cette époque comme une véritable césure dans l'évolution du média. Certains paramètres fondamentaux qui ont révolutionné la technique de conception aussi bien que la perception des marques commerciales ont alors été appliqués et explorés pour la première fois dans toutes leurs implications.

unitymedia



DC COMICS™

Sony Ericsson



Thomas Cook Group

at&t

16

Three-dimensional logos, used chiefly or almost exclusively in color applications

Dreidimensionale Logos, die hauptsächlich oder sogar ausschließlich in farbiger Anwendung funktionieren

Logos tridimensionnels fonctionnant principalement, voire exclusivement en couleurs

Au cours des années 1960, le logo élargit encore son champ d'application avec l'apparition de systèmes de corporate design conçus jusqu'aux moindres détails. Des images d'entreprise homogènes, entièrement normalisées en termes de couleurs, de typographie, de langage visuel ou d'autres aspects, s'imposent alors progressivement. Le systématisme et l'ordre réglés viennent désormais remplacer le traitement individuel du signe (→ 14+15). Jusqu'à l'apparition du manuel de conception, les entreprises utilisaient leur logo de façon très différente selon les médias de communication (affiche, rapport de gestion etc.), souvent dans des versions ludiques. Sauf exception, ces changements n'altéraient guère l'aspect fondamental des logos. Avec la révolution numérique des années 1990 dans la production médiatique, on relève toutefois de vrais changements dans la conception de logos. Dans un premier temps, les nouvelles possibilités offertes par la conception graphique assistée par ordinateur conduisent à des actualisations plutôt cosmétiques de nombreux signes. L'ajout d'une ombre portée et l'insertion d'autres effets tridimensionnels sont alors les interventions les plus courantes. Au cours de ces dernières années se sont aussi imposés de plus en plus souvent des logos purement tridimensionnels (→ 16). Leur complexité en termes de couleurs et de design fait que les logos en 3D ne peuvent être produits en version monochrome sans perte d'aspects importants du design. Les anciennes règles de base qui excluaient la couleur ou l'excès de détails pour des raisons liées à des problèmes de reproductibilité n'ont plus cours aujourd'hui grâce aux progrès des techniques d'impression.

Le logo offre donc aujourd'hui apparemment plus d'espace de liberté créatrice que jamais. Cela rend d'autant plus nécessaire d'avoir une vue d'ensemble des paramètres fondamentaux du design, somme toute limités en nombre. Pour le présent ouvrage, plusieurs milliers de logos modernes – surtout des années 1950 aux années 1980 – ont été réunis et analysés du point de vue de formel. Les trois chapitres principaux « Géométrique », « Effet » et « Typographique », eux-mêmes subdivisés en nombreuses sous-catégories, présentent les principales formes fondamentales et possibilités créatives que l'on peut recenser dans cette somme représentative de logos. En feuilletant cette compilation, la première impression sera peut-être que tout a déjà existé. Mais à y regarder de plus près, on réalisera clairement que la combinaison des paramètres de création présentés recèle encore des possibilités illimitées qu'il s'agit de découvrir lors du travail de conception.

## VIVA MODERNISM!

R. Roger Remington

Modernism, in its broadest definition, is contemporary thought, character or practice. More specifically, Modernism describes for the arts a set of cultural tendencies and associated cultural movements, affirming the power of human beings to make, improve and reshape their environment. Modernism is the projection of an ideology encompassing awareness of the production process and the final destination of its products.

The quintessential Modernist designer Massimo Vignelli sets the birth of Modernism as coinciding with the publication of the Diderot and d'Alembert *Encyclopédie* in the middle of the 18th century. This work was the great contribution of the Enlightenment, a unique moment of transition in the history of mankind from an agrarian society to an industrial one, from a religion-dominated culture to a liberal and progressive vision of the world. In the encyclopedia was to be found the last expression of crafts and an early view of the new Machine Era. Also evident was the recognition of the need for a different way of designing artifacts. No longer was the artisan the master of the end product, but a new figure was emerging, someone devising products manufactured by machines, from glass to china, from steel to fabrics, from paper to type and more. The Enlightenment generated a new way of thinking as people looked forward to a new social order. The French Revolution accelerated man's evolution and gave new strength to ideas. The modern man was born, liberated from the bind of oppressing and confining boundaries from the past. New horizons stimulated minds in every area from the sciences to the arts, from politics to commerce. The advent of the steam engine at the beginning of the 19th century brought power to industry. Products of all kinds had to be designed for the new production processes. Mechanization took command, from railways to textiles. Even agriculture was mechanized. Steel bridges spanned the new era. Everything was now designed, at the beginning in a rather naive way and later in a more conscious way, thus expressing the new technologies and the new sensibilities. Industrial and technological change always gives rise to social change which, in turn, affects artistic expression. Creative expressions become a mirror, always reflecting society.

Marx and Engels provided a voice for the needs of a different social justice. A new way of seeing the human condition gave rise to new ideologies covering every aspect of the nascent society emerging from the Industrial Revolution. In the middle of the 19th century, William Morris reacted against the stylistic commonality caused by the improper use of the new industrial processes, advocating a new attention to the design of products, from furniture to textiles.

The design and building of London's Crystal Palace heralded the emergence of Modernism through architecture. This unique building

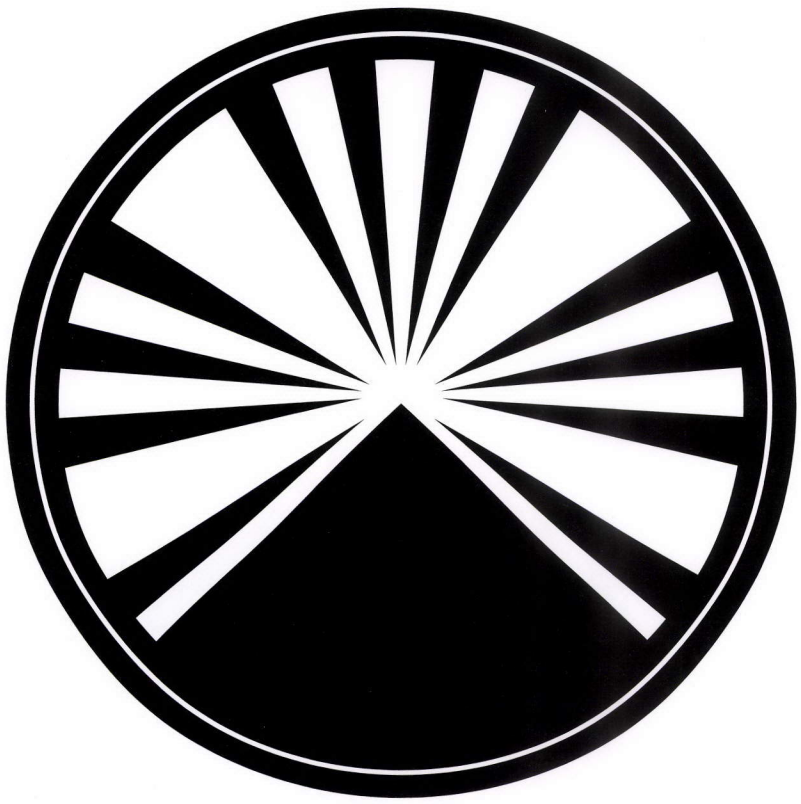
of cast-iron and glass was constructed in 1851 for the Great Exhibition at Hyde Park which showcased the newest products of many nations. Its design forecast by years the glass curtain walls of Gropius's architecture of the 1920s.

The profile of the modern designer was therefore starting to take shape. At the beginning of the 20th century in Germany, Peter Behrens was already the model for the modern industrial designer, covering with his work the whole field of design, applying new mental processes and new expressions. He was the first designer to face the industrial needs of communication and the real inventor of corporate identity, the expression of a company vision and commitment to integrity and quality. Behrens was also a founding member of the Deutsche Werkbund, which played a major role in integrating design and industry. A noteworthy publication of the Werkbund from 1921 entitled *XX Eigen-Marken* (Twenty Personal Brands) presented for the first time a collection of identity marks and logotypes from its members, many of which break with traditional forms of identity of the period.

Other European avant-garde movements each did their best to radically sever connections with the traditional past and contribute to shaping modern design thought and practice. This new wave of creative thought and activity cut across many boundaries beyond design to painting, sculpture, architecture, dance, music, poetry and more. Contributors came from many parts of Europe. The Constructivists in Russia were the major players of the European avant-garde and El Lissitzky was the seminal father of this movement. For this break-away Modernist, "Not even the new was new enough for him."[1] The Cubist painters in Paris suggested new ways of seeing the world and shaping visual form. The De Stijl group in the Netherlands brought their utterly unique inventions to this initiative to break away dramatically from traditional forms. One of their members, painter Piet Mondrian, wrote: "At every moment of the past all variations of the past were 'new.' But it was not THE new. We should not forget that we stand at the end of a culture, at the end of everything old."[2] The Futurists in Italy and the Dada group in Switzerland and Berlin were instrumental in liberating typography.

The geographic center of much of this dynamic change was Germany. In 1927, led by Kurt Schwitters, designers from many parts of Germany came together to form a group known as the "Ring Neue Werbegestalter" (Circle of Modern Advertising Designers). Among its members were Jan Tschichold, Max Burchartz, Willi Baumeister, along with many others. This group of graphic designers held exhibitions and meetings throughout Germany showing off their progressive graphics and advocating avant-garde approaches in their work. Much of the Modernist European expression in design became unified at the Bauhaus in Germany. This experimental school, especially in its Dessau phase, was the first to determine the ideological and formal boundaries of the design profession, its enriched sensitivities and sense of purpose.

ALLGEMEINE
ELEKTRICITÄTS-
GESELLSCHAFT
BERLIN



A.E.G.-SCHEINWERFER
MIT ZEISS-SPIEGEL

17

AEG booklet from 1909 using the company's visual identity created by Peter Behrens

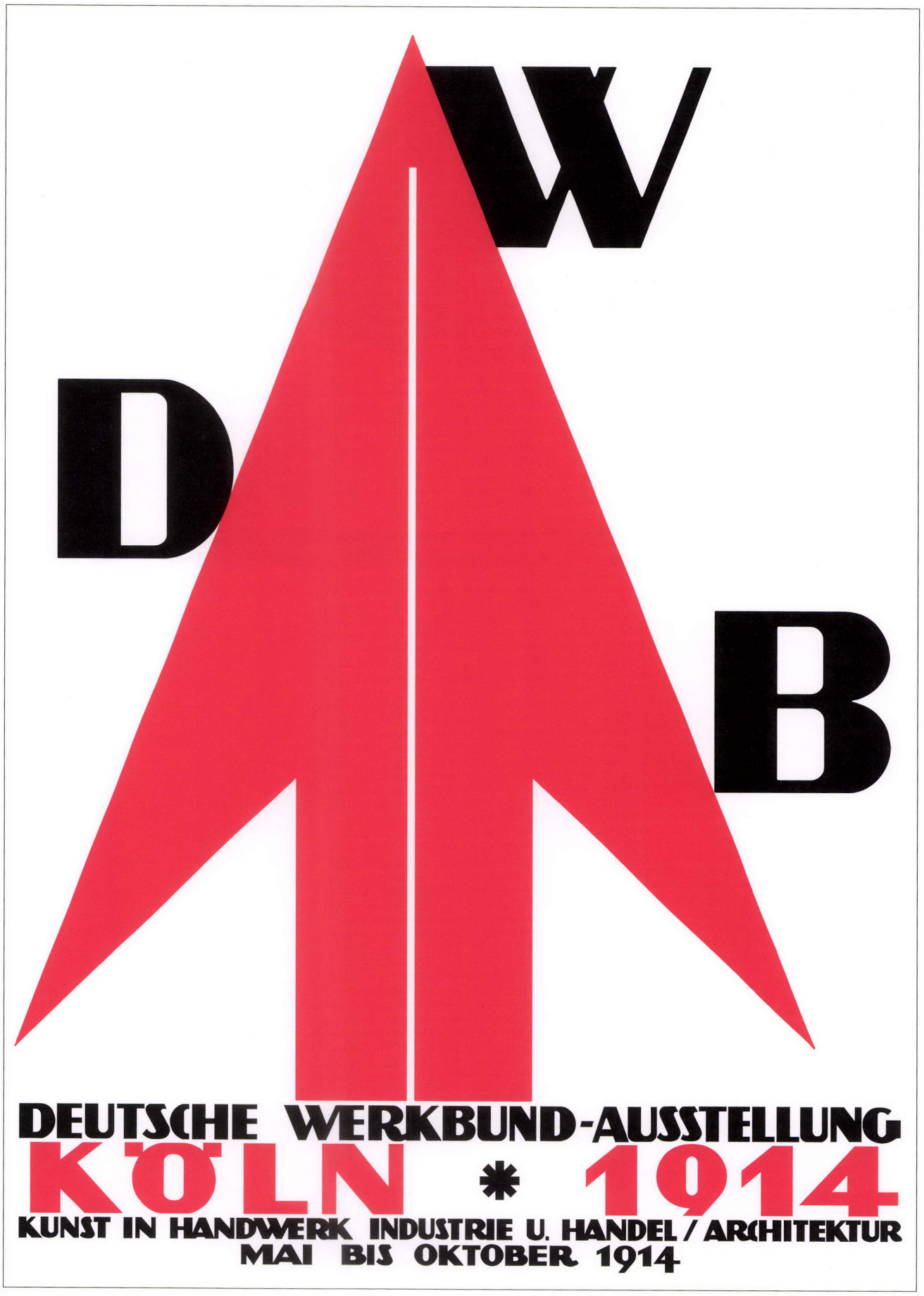
AEG-Werbebroschüre von 1909 im von Peter Behrens entwickelten Erscheinungsbild

Brochure AEG de 1909 utilisant l'identité visuelle de la firme créée par Peter Behrens

Poster proposal by Wilhelm Deffke for the Werkbund exhibition of 1914

Plakatentwurf zur Werkbund-Ausstellung 1914 von Wilhelm Deffke

Proposition d'affiche pour l'exposition du Werkbund de 1914 par Wilhelm Deffke



The thrust of European Modernism was brought to America prior to World War II and, following the conflict on the crest of America's post-war economic boom, corporate identity became the goal of most businesses and industries. Every firm needed a new corporate logo or symbol, and a modern look became the norm for every business. Progressive American designers such as Lester Beall, Paul Rand and William Golden met the challenge and thus began the golden age of corporate identity in the United States. This worldwide impetus was to last well into the 1970s.

In the late 1980s, the ideals of Modernism were being critically reviewed and tested. Deconstructivism was a trend born from the postmodernist wish to replace Modernism. Skeptics were asking, is Modernism just a style? Designers were also asking if a new design approach had temporary or permanent values. In response to their critics, objective minds felt that it was necessary to understand the difference between developing and replacing. As Vignelli has strongly stated, "Replacing Modernism implied a misunderstanding of the basic notion of Modernism. It is not a style but a dynamic attitude in continuous flux, with solid foundations based on rational processes. Styles are just the opposite, ephemeral manifestations of the speculative desires of producers."[3] While there remain doubters, for many of its supporters today Modernism is alive and well, because its *raison d'être* is permanent and its imperatives are historically valid. Its critics and its advocates continue to argue the case. In spite of this philosophical dichotomy of view, the Modernists still hold to their utopian goal of making the world better by design.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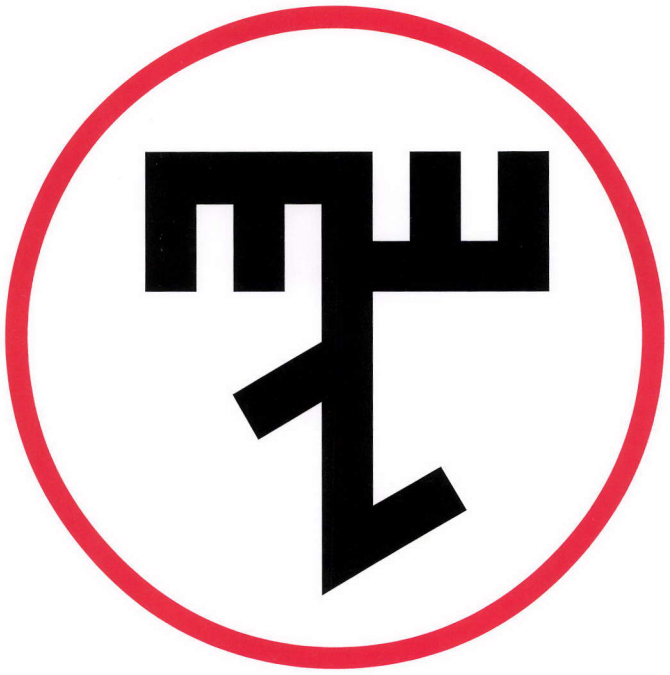
[1] El Lissitzky: unpublished work
[2] Hollis, Richard: *Swiss Graphic Design*; Yale University Press, New Haven 2006; p.15
[3] Vignelli, Massimo: About Modernism; personal letter, 2012

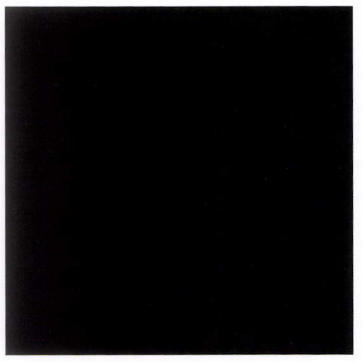
**Es lebe die Moderne!**
R. Roger Remington

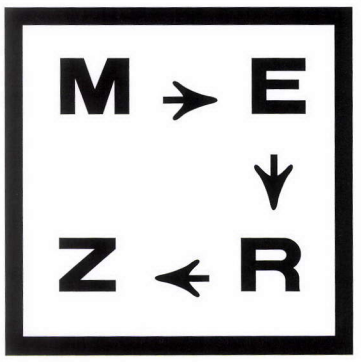
Ganz allgemein gesprochen versteht man unter „Moderne" zeitgenössisches Denken, Sein und Handeln. In engeren Kontext der Kunst ist die Moderne eine Reihe kultureller und verwandter Strömungen, die uns die Fähigkeit des Menschen bestätigen, seine Umgebung zu formen, zu verbessern und umzugestalten. Sie ist die Vorausschau einer Ideologie, zu der ein Verständnis für den Herstellungsprozess und die endgültige Bestimmung ihrer Produkte gehören.

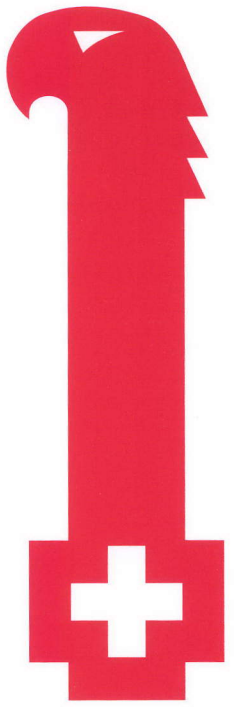
Massimo Vignelli, der archetypische Designer der Moderne, nennt als Geburtsstunde seiner Epoche die Veröffentlichung von Diderots und d'Alemberts *Encyclopédie* in der Mitte des 18. Jahrhunderts. Dieses Werk gilt als großartigste Leistung der Aufklärung, einer in der Geschichte der Menschheit einzigartigen Übergangszeit von der Agrar- zur Industriegesellschaft, von einer durch die Religion bestimmten Kultur zu einer toleranten, fortschrittlichen Weltsicht. In der Enzyklopädie traten ein letztes Mal die Handwerke in den Vordergrund, gleichzeitig bot sie einen ersten Blick auf das neue Maschinenzeitalter. Zudem wurde dort bereits von der Notwendigkeit gesprochen, neue Methoden zur Gestaltung von Gegenständen zu entwickeln. Nicht mehr der Handwerker war Meister des Endprodukts, ein neuer Berufsstand bildete sich heraus: einer, der die von Maschinen hergestellten Produkte ersann, ob nun aus Glas oder Porzellan, Eisen oder Stoff, Papier oder Schrifttypen. Im Zuge der Aufklärung entwickelte sich eine neue Art des Denkens, die Menschen lebten in Aussicht auf eine neue soziale Ordnung. Die Französische Revolution trieb die Evolution des Menschen noch weiter voran, neue Gedanken verschafften sich Raum. Der moderne Mensch wurde geboren, ein Mensch, den keine erdrückenden, beengenden Schranken mehr behinderten. Neue Horizonte regten in allen Bereichen das Denken an, ob in der Wissenschaft oder der Kunst, in der Politik oder im Handel. Das Aufkommen der Dampfkraft Anfang des 19. Jahrhunderts versorgte die Industrie mit Energie. Hilfsmittel aller Art für die neuen Produktionsabläufe mussten entworfen werden, die Mechanisierung hielt überall Einzug, ob bei der Eisenbahn oder in der Textilindustrie. Selbst die Landwirtschaft wurde mechanisiert. Stahlbrücken überspannten die neue Ära. Alles war nun gestaltet – anfangs noch eher naiv, später sehr bewusst. In der Gestaltung fanden die neuen Technologien und das neue Empfinden ihren Ausdruck. Industrielle und technische Neuerungen haben immer auch soziale Veränderungen zur Folge, die wiederum die künstlerische Ausdruckskraft beeinflussen. Der kreative Ausdruck ist ein Spiegel, der unweigerlich die Gesellschaft reflektiert.

Marx und Engels verliehen der Notwendigkeit einer sozialen Gerechtigkeit ihre Stimme. Eine neue Sicht auf die *conditio humana* ließ neue Ideologien erstehen, in denen jeder Aspekt der Gesellschaft, die sich gerade aus der industriellen Revolution löste, abgedeckt wurde. Mitte des 19. Jahrhunderts plädierte William Morris als Reaktion auf die einfallslose Gestaltung von Objekten, zurückzuführen auf









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Logotypes by Karl Bültmann, Kurt Schwitters, Hans Karl Michel and Otto Firle (from left to right) from the early 1920s

Logoentwürfe von Karl Bültmann, Kurt Schwitters, Hans Karl Michel und Otto Firle (von links nach rechts) aus den frühen 1920er-Jahren

Logos conçus au début des années 1920 par (de g. à dr.) Karl Bültmann, Kurt Schwitters, Hans Karl Michel et Otto Firle

MAX KÖRNER

CARL SCHULPIG
Zur Ausführung gewählt

MAX HERTWIG
Engste Wahl

KARL MICHEL
Engste Wahl

CARL SCHULPIG

MAX HERTWIG

## *SIGNET-WETTBEWERB*

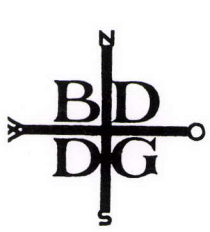
Der Bund der deutschen Gebrauchsgraphiker erließ im August 1919 unter seinen Mitgliedern einen Wettbewerb für ein Bundessignet. Die Preisrichter, Lucian Bernhard und Professor Bruno Paul, Mitglieder des Ehrenausschusses, haben aus den 93 Einsendungen, deren hohen Durchschnittswert sie anerkennend feststellten, die hier abgebildeten 16 Entwürfe in engere Wahl gezogen und die letzte Entscheidung zwischen den drei Arbeiten von Schulpig, Hertwig und Michel getroffen. Wie der Bund in seinen „Mitteilungen" bekannt gibt, entschied gegen Michels Entwurf, der künstlerisch als der beste erschien, der Einwand, daß er einen gewissen kirchlichen oder freimauerischen Einschlag aufweise, gegen Hertwigs reife Schriftlösung das Bedenken, daß sie auch mit andern Buchstaben denkbar sei und wahrscheinlich bald zahlreiche unerwünschte Nachahmung fände. So wurde endgiltig Schulpigs Zeichen zur Ausführung gewählt, dessen Schrift zwar nicht restlos befriedigte, für den aber der packende, einprägsame Zug sprach, der sowohl die Graphik gut versinnbildlicht, wie dem Kampfcharakter des Bundes angepaßt scheint. – Der Verein der Plakatfreunde wünscht dem ihm befreundeten Bund der deutschen Gebrauchsgraphiker: In hoc signo vinces!

PAUL SÜSSMANN D. J.

GEORG BREITWIESER

GEORG BREITWIESER

MAX HERTWIG

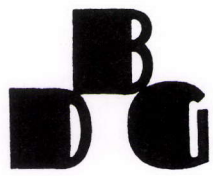


HEINZ KEUNE

HANS HEIMBECK

O. H. W. HADANK

KARL MICHEL



WALTER HARTUNG

H. TH. HOYER



20

Results of a logo competition for the "Bund der deutschen Gebrauchsgraphiker" (German Designers Association) in 1920. The design by Karl Schulpig was used until the 1960s.

Ergebnisse des Logowettbewerbs für den „Bund der deutschen Gebrauchsgraphiker" aus dem Jahr 1920. Der Entwurf von Karl Schulpig wurde bis in die 1960er-Jahre verwendet.

Résultats du concours de logos ouvert en 1920 pour l' «Union des graphistes allemands» (Bund der deutschen Gebrauchsgraphiker). Le projet de Karl Schulpig sera utilisé jusque dans les années 1960.

den falschen Einsatz der neuen industriellen Herstellungsweisen, für eine größere Aufmerksamkeit gegenüber der Gestaltung von Gegenständen, vom Möbelstück bis zur Textilie.

Mit Entwurf und Errichtung des Londoner Crystal Palace war die Moderne schließlich auch in der Architektur angekommen. Dieses unvergleichliche Bauwerk aus Gusseisen und Glas wurde 1851 für die Great Exhibition im Londoner Hyde Park errichtet, bei der die neuesten Produkte aus aller Herren Länder vorgestellt wurden. Seine Gestaltung nahm die gläsernen Vorhangfassaden von Walter Gropius aus den 1920er-Jahren um Jahrzehnte vorweg.

Allmählich bildete sich ein Profil des modernen Designers heraus. In Deutschland galt Peter Behrens zu Anfang des 20. Jahrhunderts als Vorbild des modernen Industriedesigners. Seine Arbeit deckte alle Bereiche der Gestaltung ab und ließ neue Denkprozesse und neue Ausdrucksformen einfließen. Als erster Designer beschäftigte er sich auch mit den Ansprüchen der Industrie hinsichtlich ihrer Kommunikation. Er ist der eigentliche Erfinder der Corporate Identity, dem Ausdruck einer Firmenvision und der Verpflichtung zu Integrität und Qualität. Behrens war außerdem Gründungsmitglied des Deutschen Werkbunds, der eine wesentliche Rolle beim Zusammenspiel von Gestaltung und Industrie einnahm. Eine einflussreiche Veröffentlichung des Werkbunds aus dem Jahr 1921 mit dem Titel *XX Eigen-Marken* stellte erstmalig eine Reihe von Markenzeichen und Logotypen seiner Mitglieder vor, die vielfach mit den traditionellen Signets der damaligen Zeit brachen.

Auch andere europäische Bewegungen der Avantgarde lösten nach Kräften alle Verbindungen zur Vergangenheit und warteten mit eigenen Vorstellungen auf, um das moderne Design in Theorie und Praxis weiterzuentwickeln. Diese neue Welle kreativen Denkens und Handelns erstreckte sich über die bloße Gestaltung hinaus bis hin zu Malerei, Bildhauerei, Architektur, Tanz, Musik, Lyrik und weiter. Die Beiträge stammten aus vielen Teilen Europas. Die russischen Konstruktivisten führten die Liga der europäischen Avantgarde an, mit El Lissitzky als bahnbrechender Gründungsvater der Bewegung. Für den revolutionären Vertreter der Moderne war „nicht einmal das Neue neu genug".[1] Die Pariser Maler des Kubismus legten neue Möglichkeiten nahe, die Welt zu sehen und visuelle Formen zu gestalten. Die niederländische Gruppe De Stijl sagte sich mit ihren eigenwilligen Erfindungen radikal von den traditionellen Formen los. Wie eines ihrer Mitglieder, der Maler Piet Mondrian, schrieb: „In jedem Moment der Vergangenheit waren alle Variationen der Vergangenheit ‚neu'. Aber es war nicht DAS Neue. Wir dürfen nicht vergessen, dass wir am Ende einer Kultur stehen, am Ende alles Alten."[2] Die Futuristen in Italien und die Dadaisten in der Schweiz und Berlin waren maßgeblich daran beteiligt, die Typografie zu befreien.

Geografischer Mittelpunkt vieler dieser dynamischen Veränderungen war Deutschland. Unter dem Vorsitz von Kurt Schwitters trafen sich 1927 Designer aus allen Teilen des Landes zur Gründung der als

Ring Neuer Werbegestalter bekannten Gruppe. Dieser Kreis von Grafikern, dem neben Jan Tschichold, Max Burchartz und Willi Baumeister viele andere angehörten, organisierte in ganz Deutschland Ausstellungen und Versammlungen, in denen sie ihre fortschrittliche Grafik präsentierten und avantgardistische Ansätze ihres Gewerbes propagierten. Ein Großteil der europäischen Strömungen der Moderne fand sich im deutschen Bauhaus wieder. Diese experimentelle Schule legte, vor allem in ihrer Zeit in Dessau, als Erste die ideologischen und formalen Grenzen des gestaltenden Berufs fest und sprach von dem dafür erforderlichen Einfühlungsvermögen und dem Vorrang der Zweckdienlichkeit.

Der Grundgedanke der europäischen Moderne war schon vor dem Zweiten Weltkrieg nach Amerika gelangt. Im gewaltigen wirtschaftlichen Aufschwung der Nachkriegszeit verlangten die meisten Unternehmen und Industrien der USA nach einer Corporate Identity. Jede Firma benötigte ein neues Logo oder Symbol, ein moderner Look wurde Norm für jedes Unternehmen. Fortschrittliche amerikanische Designer wie Lester Beall, Paul Rand und William Golden nahmen die Herausforderung an, und damit begann in den Vereinigten Staaten das goldene Zeitalter der Corporate Identity – ein weltweiter Siegeszug, der sich bis in die 1970er-Jahre hinein fortsetzen sollte.

Ende der 1980er-Jahre wurden die Ideale der Moderne einer kritischen Neubewertung unterzogen. Der Dekonstruktivismus als Trend entstand aus dem postmodernen Wunsch heraus, die Moderne abzulösen. Skeptiker erhoben die Frage, ob die Moderne nicht ein bloßer Stil sei. Auch Designer dachten darüber nach, ob ein neuer Gestaltungsansatz kurzzeitige oder dauerhafte Werte darstelle. Als Reaktion auf diese Kritik vertraten objektive Beteiligte die Ansicht, dass es notwendig sei, den Unterschied zwischen Entwickeln und Ersetzen zu verstehen. Wie Vignelli so nachdrücklich feststellte: „Die Moderne zu ersetzen – dem Gedanken liegt ein Missverständnis vom Grundkonzept der Moderne zugrunde. Sie ist kein Stil, sondern eine dynamische Einstellung, die ständig im Fluss ist, aber ein solides, auf rationalen Abläufen beruhendes Fundament hat. Ein Stil ist genau das Gegenteil davon, eine flüchtige Manifestation der spekulativen Wünsche der Hersteller.“ [3] Zweifler gibt es nach wie vor, aber für viele Fürsprecher der Moderne ist sie heute so jung wie eh und je, weil ihr Daseinsgrund nie veraltet und ihre Ansprüche historisch gerechtfertigt sind. Kritiker und Verteidiger stehen sich nach wie vor gegenüber. Und trotz dieser philosophischen Gegensätze halten die Vertreter der Moderne an ihrem utopischen Ziel fest, die Welt durch Design besser zu machen.

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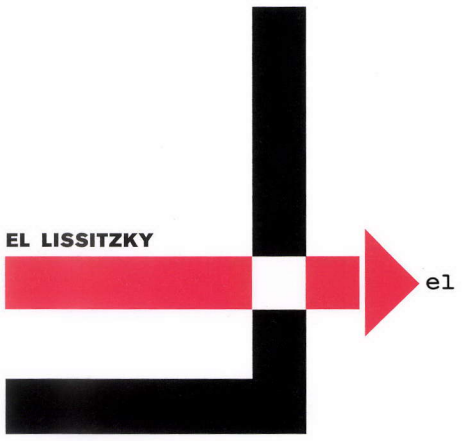
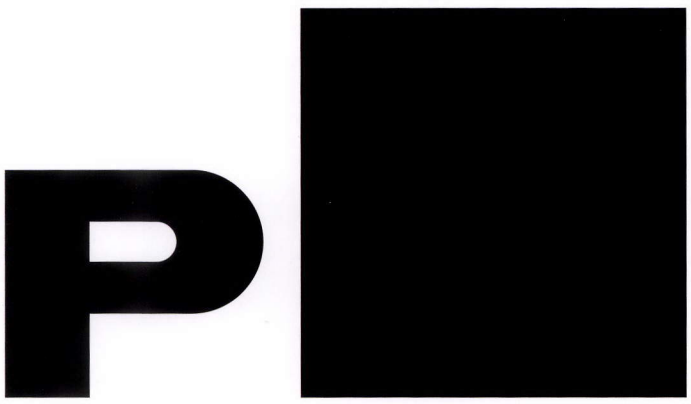


21

Letterhead with the personal mark of El Lissitzky, 1924

Briefbogen mit der Eigenmarke von El Lissitzky, 1924

Feuille de papier à lettres avec la marque personnelle d'El Lissitzky, 1924

22

Personal mark of Piet Zwart, 1927

Eigenmarke von Piet Zwart, 1927

Marque personnelle de Piet Zwart, 1927

## The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

...where 6 of television's 10 most popular shows* are broadcast

...where average ratings are higher than on any other network*

...where television's solid-success package programs come from... shows like Mama, Toast of the Town, Studio One, Suspense, Burns & Allen, Talent Scouts

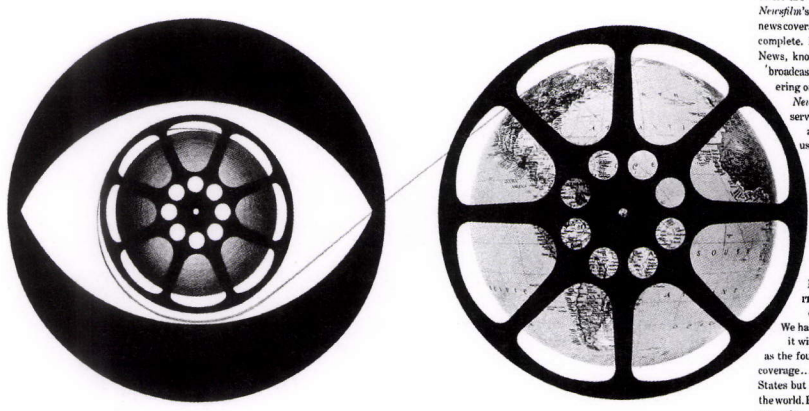
...where the new hits will *keep* coming from: I Love Lucy, Frank Sinatra, Corliss Archer, See It Now, An Affair of State, Out There, My Friend Irma

...where 59 national advertisers... including 15 of America's 20 biggest... are profitably doing business today.**

"This is the CBS Television Network"

*Trendex TV Program Popularity Report October 1–
**October 31

## *Newsfilm* tells the world...



***Newsfilm* is global not only in its coverage of news, but also in its distribution. There are subscriber stations around the world. In England, Denmark, Holland and Luxembourg. In Australia and Japan. In Hawaii and Alaska. In Canada, Cuba, Mexico and Argentina.**

There are three basic reasons for *Newsfilm*'s worldwide growth. Its news coverage is fast, professional, complete. It is a product of CBS News, known the world over as broadcasting's finest newsgathering organization. And third, *Newsfilm* is the *only* news service produced especially and exclusively for the use of television stations.

One major subscriber to this service is Independent Television News Limited, the network news service for Great Britain's commercial television system. According to Editor Geoffrey Cox of ITN: "*Newsfilm* has been of immense value to us. We have been able to rely on it with complete confidence as the foundation of our foreign coverage... not only in the United States but throughout the rest of the world. Particularly, *Newsfilm*'s reporting of major happenings has been outstanding."

A word to the worldly-wise: *Newsfilm* is available to *all stations*, at home and abroad. Get complete information from...

**CBS TELEVISION FILM SALES, INC.**

*"...the best film programs for all stations"*

23

Examples of print advertising for CBS Television, designed by William Golden in 1951 and using his "eye" symbol as main characteristic

Beispiele für Werbung des Fernsehsenders CBS, 1951 von William Golden entworfen, bei der sein markantes „Eye"-Symbol im Mittelpunkt steht

Publicités de la chaîne de télévision CBS, conçues en 1951 par William Golden autour du célèbre « eye symbol »

**Vive la modernité !**
R. Roger Remington

Dans son acception la plus large, la modernité est une pensée, un caractère ou une pratique attachés à la contemporanéité. Dans l'art, la modernité décrit un ensemble de tendances culturelles et de mouvements qui affirment le pouvoir de l'être humain de créer, améliorer et remanier son environnement. La modernité est la projection d'une idéologie consciente du processus de production et de la destination finale de ses produits.

Massimo Vignelli, designer moderne par excellence, fait remonter la naissance de la modernité à la publication de l'*Encyclopédie* de Diderot et d'Alembert au milieu du XVIII[e] siècle. Ce travail a été la grande manifestation des Lumières, ce moment unique dans l'histoire de l'humanité qui marque le passage d'une société agraire à une société industrielle, d'une culture dominée par la religion à une vision du monde progressive et libérale. Dans l'*Encyclopédie* se trouvent à la fois la dernière expression de l'artisanat et une première approche de la nouvelle ère des machines. S'y manifeste aussi comme une évidence la nécessité de concevoir les objets manufacturés selon d'autres critères. L'artisan n'est plus le maître du produit final : un nouvel acteur apparaît, qui dessine les produits fabriqués par des machines – du verre à la porcelaine, de l'acier aux étoffes, du papier aux caractères d'imprimerie. Les Lumières ont donné naissance à une nouvelle manière de penser au moment où les gens vivaient dans l'attente d'un nouvel ordre social. Plus tard, la Révolution française donne un coup d'accélérateur à l'évolution humaine et insuffle une nouvelle vigueur à ces idées. L'homme moderne est né, l'homme libéré des chaînes de l'oppression et des limitations contraignantes du passé. De nouveaux horizons stimulent les esprits dans tous les domaines, des sciences aux arts, de la politique au commerce. Au début du XIX[e] siècle, l'avènement de la machine à vapeur stimule puissamment l'industrie. Les produits de tout type doivent être dessinés en fonction des nouveaux processus de fabrication. La mécanisation prend les rênes – du chemin de fer au textile. L'agriculture elle-même se mécanise. Les ponts en acier se tendent au-dessus de l'ère nouvelle. Tous les objets sont désormais «designés», d'abord un peu naïvement, plus tard d'une manière consciente qui permet aux nouvelles technologies et sensibilités de s'exprimer. Les évolutions industrielles et technologiques entraînent toujours dans leur sillage des changements sociaux qui affectent à leur tour l'expression artistique. Les expressions créatives deviennent toujours un miroir qui reflète la société.

Marx et Engels se sont fait les porte-parole du besoin d'une justice sociale différente. Une nouvelle manière d'aborder la condition humaine donne naissance à de nouvelles idéologies qui couvrent tous les aspects de la société née de la révolution industrielle. Au milieu du XIX[e] siècle, William Morris réagit contre la morosité stylistique due à l'utilisation impropre des nouveaux processus industriels et prône une attention nouvelle au design des produits – des meubles aux tissus.

La conception et la construction du Crystal Palace à Londres annoncent l'émergence de la modernité en architecture. Ce bâtiment tout à fait unique en fonte et en verre fut construit à Hyde Park à l'occasion de l'Exposition universelle de 1851, qui présentait les produits les plus récents de nombreuses nations. Son design anticipait de bien des années les murs-rideaux en verre que l'architecte Gropius allait concevoir dans les années 1920.

Le profil du designer moderne commence à prendre forme. Dès le début du XX[e] siècle, en Allemagne, Peter Behrens est le modèle du designer industriel moderne. Son travail couvre tout le champ d'application du design en s'appuyant sur des processus mentaux et des modes d'expression inédits. Behrens fut le premier designer à répondre au besoin de communication de l'industrie et le véritable inventeur de l'identité graphique, qui donne une expression visuelle à l'engagement d'intégrité et de qualité de l'entreprise. Behrens fut aussi membre fondateur du Deutscher Werkbund, qui jouera un rôle de premier plan en conciliant design et industrie. En 1921, une mémorable publication du Werkbund intitulée *XX Eigen-Marken* (Vingt marques maison) présente pour la première fois un recueil de marques et de logotypes créés par ses membres, dont beaucoup rompent avec les formes d'identité graphique traditionnelles qui prévalent à l'époque.

D'autres mouvements d'avant-garde européens ont contribué de leur mieux à rompre les ponts avec le passé traditionnel et à élaborer la pensée et les pratiques du design moderne. Cette nouvelle vague d'activité intellectuelle et créative déborde vers bien des domaines situés au-delà du design : peinture, sculpture, architecture, danse, musique, poésie etc. Ses contributeurs sont originaires de nombreuses régions d'Europe. Les constructivistes russes sont les principaux acteurs de l'avant-garde européenne. El Lissitzky est le père absolu du mouvement. Pour ce champion de la modernité, « même la nouveauté n'était pas assez nouvelle. »[1] À Paris, les peintres cubistes inaugurent de nouvelles manières de voir le monde et de concevoir la forme visuelle. En Hollande, les membres du groupe De Stijl enrichissent de leurs inventions tout à fait uniques cet effort pour se libérer radicalement des formes traditionnelles. L'un d'entre eux, le peintre Piet Mondrian, écrit alors : « De tout temps, toutes les variations passées ont été "nouvelles". Mais ce n'était pas LA nouveauté. N'oublions pas que nous nous trouvons à la fin d'une culture, à la fin de tout ce qui est ancien. »[2] Les futuristes en Italie et les dadaïstes en Suisse et à Berlin ont joué un rôle majeur dans la libération de la typographie.

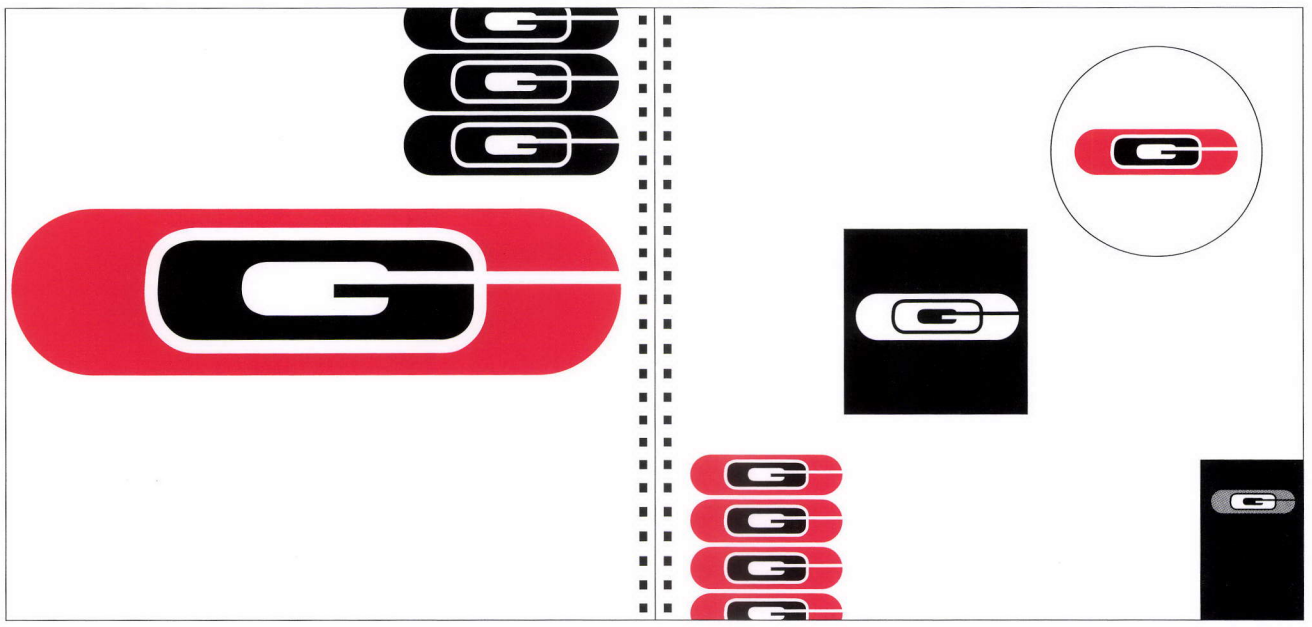
Le centre de toute cette dynamique du changement est l'Allemagne. En 1927, des designers de nombreuses régions d'Allemagne forment autour de Kurt Schwitters un groupe connu sous le nom de « Ring Neuer Werbegestalter » (Cercle des nouveaux graphistes publicitaires), dont les membres comptent notamment Jan Tschichold, Max Burchartz, Willi Baumeister, pour n'en citer que quelques-uns.

24

Spread from identity style guide for Connecticut General Life Insurance, designed by Lester Beall in 1958

Doppelseite aus dem Designmanual der Connecticut General Life Insurance, 1958 von Lester Beall entwickelt

Double page du manuel de design graphique de la Connecticut General Life Insurance, développé en 1958 par Lester Beall



25

Massimo Vignelli's visual identity for American Airlines, 1967

Massimo Vignellis Erscheinungsbild für die Fluggesellschaft American Airlines, 1967

L'identité visuelle de la compagnie aérienne American Airlines conçue par Massimo Vignelli, 1967

Ce groupe de graphistes organise des expositions et des rencontres dans toute l'Allemagne, présentant leur graphismes progressifs et défendant l'approche avant-gardiste de leur travail. Une bonne part de l'expression moderne européenne a été unifiée au Bauhaus en Allemagne. Cette école expérimentale, particulièrement pendant la phase de Dessau, fut la première à définir les lignes idéologiques et formelles du métier de designer, de ses sensibilités enrichies et de son sens utilitaire.

La vague de la modernité arrive aux États-Unis avant la Seconde Guerre mondiale. À l'apogée du boom économique d'après-guerre, la définition de l'identité visuelle devient l'objectif de la plupart des entreprises et industries américaines. Toutes ont alors besoin d'un nouveau logo ou symbole. Une image moderne est la norme pour toute entreprise. Les designers américains progressistes comme Lester Beall, Paul Rand et William Golden relèvent le défi, marquant le début de l'âge d'or de la *corporate identity* aux États-Unis. Les effets de cette dynamique mondiale seront encore perceptibles pendant une bonne partie des années 1970.

À la fin des années 1980, une révision critique soumet les idéaux de la modernité à rude épreuve. Le déconstructivisme est une mode née du désir de remplacer la modernité. Les sceptiques se demandent si la modernité n'est qu'un style et les designers s'interrogent à leur tour pour savoir si une nouvelle approche du design est porteuse de valeurs temporaires ou permanentes. En réponse à leurs critiques, les esprits objectifs ressentent la nécessité de faire comprendre la différence entre remplacement et évolution. Comme Vignelli l'a déclaré avec une grande pertinence : « Remplacer la modernité relevait d'un malentendu touchant la notion fondamentale de modernité. La modernité n'est pas seulement un style, mais une attitude dynamique en perpétuel mouvement, avec des bases solides reposant sur des processus rationnels. Les styles en sont l'exact contraire : des manifestations éphémères des désirs spéculatifs des fabricants. »[3] Si les incrédules persistent, pour beaucoup de ses défenseurs la modernité est aujourd'hui vivante et se porte bien parce que sa *raison d'être* est d'ordre permanent et que ses impératifs ont une validité historique. Entre et défenseurs de la modernité, le débat se poursuit. Malgré la divergence des points de vue, les modernes restent fidèles à leur objectif utopique d'améliorer le monde par le design.

**Références des citations**

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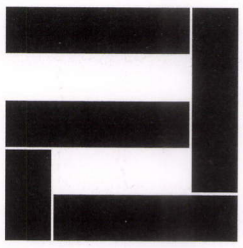
# Geometric Geometrisch Géométrique

Different periods in the relatively short history of design are marked either by a trend towards greater simplicity or a counter-trend away from it. Such changes of approach were probably at the root of the conflict many graphic artists experienced between free artistic expression and commercial design. Modernist designers gladly seized on the rules and visual vocabulary of geometry. Circles, triangles, rectangles and squares were able to transmit clear and emphatic signs. Many successful logos also incorporated visual references to the advertiser's name and/or line of business. This sometimes means that a second or even a third look at the logo is required to interpret the full meaning.

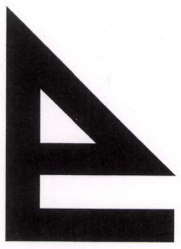
Die unterschiedlichen Epochen der noch relativ jungen Designgeschichte sind bestimmt durch den Trend hin zu bzw. den Gegentrend weg von einer verstärkten Sachlichkeit in der Gestaltung. Hier spiegelt sich vermutlich der in vielen Gestalterpersönlichkeiten steckende Zwiespalt zwischen freiem künstlerischem Ausdruck und einem – weniger anfechtbaren – verwissenschaftlichten Entwurf wider. Modernistische Gestalter griffen die Geometrie mit ihrer Formensprache und ihrem Regelwerk jedenfalls dankbar auf. Aus Kreisen, Dreiecken, Rechtecken oder Quadraten konstruierten sie eindeutige und kraftvolle Zeichen. Das Einfügen von visuellen Hinweisen auf den Namen oder die Tätigkeit des jeweiligen Unternehmens gelang dennoch in vielen Fällen. Hierzu ist beim Betrachter jedoch mitunter ein zweiter oder dritter Blick auf das Zeichen notwendig.

Les différentes époques de l'histoire encore relativement jeune du graphisme sont marquées par la tendance à une sobriété créative accrue, ou bien par le courant opposé qui s'en éloigne. Ceci traduit sans doute le dilemme de bien des graphiste entre création artistique libre et travail le plus scientifique possible, c'est-à-dire inattaquable. Le fait est que les graphistes modernes ont été heureux d'accueillir dans leur travail la géométrie, avec son langage formel et son cortège de règles. À partir de cercles, de triangles, de rectangles ou de carrés, ils ont conçu des signes aussi clairs que puissants. L'intégration de références visuelles aux noms ou à l'activité des entreprises concernées n'en a pas moins été réussie dans bien des cas. Il est vrai que ces réalisations nécessitent parfois un second ou un troisième regard.

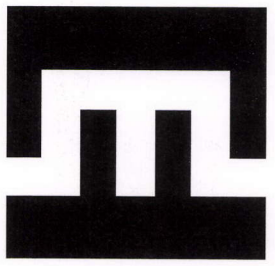
# Anguleux



**Artwood Büromöbel**
Office furniture
1960s · Ernst Roch · CA

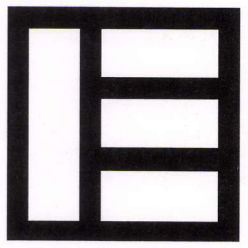


**Light Publicity**
Design
1962 · Makoto Wada · JP

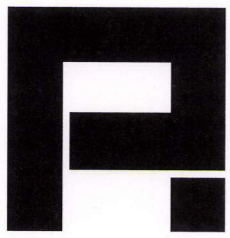


**The Mite Corporation**
Electronics
1960s · Lester Beall · US

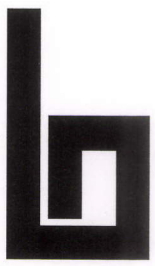
**Brouers Møbelfabrik**
Furniture
1970s · Anonymous · DK



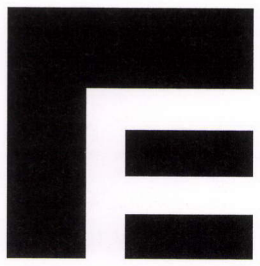
**Enciclopedia Fatos e Fotos**
Publishing
1966 · Pinto Ziraldo · BR



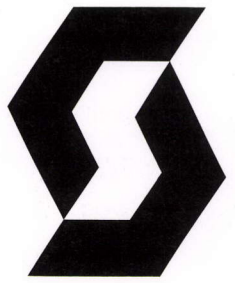
**Werbeagentur Atelier Robert Pütz**
Advertising
1965 · Robert Pütz · DE



**Günter Bläse Werbeagentur**
Advertising
1950s · Günter Bläse · DE

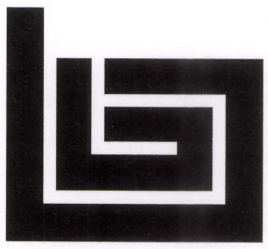


**Fischer Baugesellschaft**
Construction company
1972 · Gerold Schmidt · DE

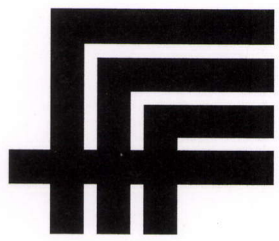


**Salev**
Electronics
1969 · Bucher-Crémières · FR

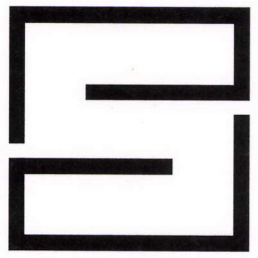
# Eckig



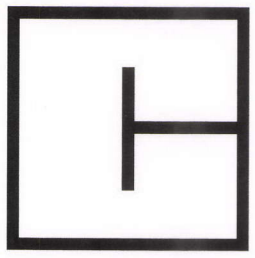
**Brasibel SA**
Textiles
1967 · Alexandre Wollner · BR



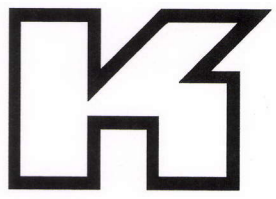
**Film/Funk/Fernsehwissenschaftliche Bibliothek Berlin**
Library
1965 · Herbert Prüget · DE-GDR



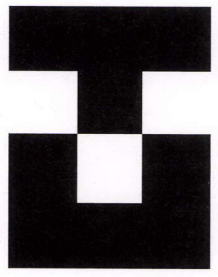
**Securit SA**
Office furniture
1961 · Alexandre Wollner · BR



**Catesbys**
Delivery service
1964 · Peter Ray · UK

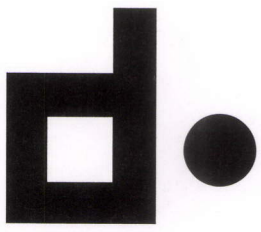


**Klingenthal**
Textiles
1960s · Anonymous · DE

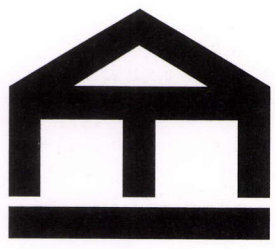


**Betonwerk Teltow**
Cement
1965 · Andreas Nießen · DE-GDR

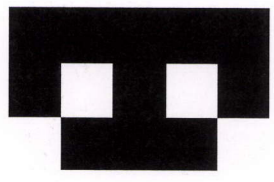
# Angular



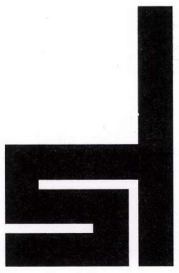
**Dewag-Dia-Dresden**
Photographic services
1965 · Johannes Brase · DE-GDR



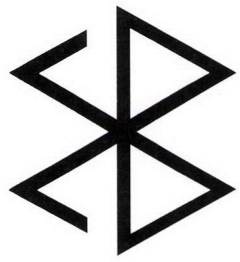
**M. Medicke**
Industrial trade
1965 · Peter Mantwill · DE-GDR



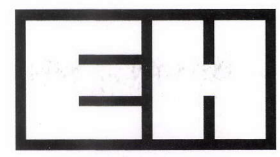
**Takahashi Shoji**
Industrial recycling
1960s · Nakajo Masayoshi · JP



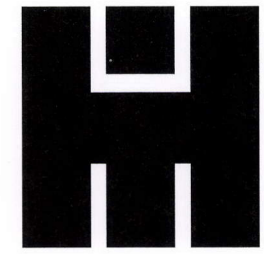
**Stuhlfabrik Körner**
Furniture
1965 · Reiner Wiegang · DE-GDR



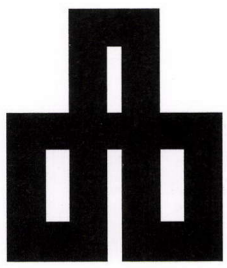
**Ernst Beutler**
Interior design
1940s · Hans Hartmann · CH



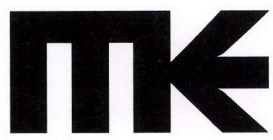
**Empire Hotel, Rio de Janeiro**
1960s · Aloísio Magalhães/PVDI · BR



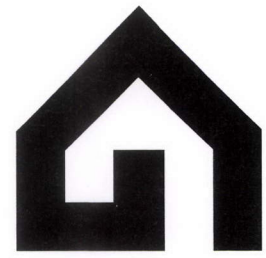
**Hamburger Illustrierte**
Magazine
1970s · Ekkehart Rustmeier · DE



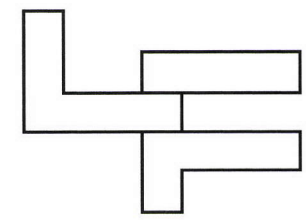
**Projektierung für die Bindemittel- und Betonindustrie Dessau**
Construction company
1965 · Karl Thewalt · DE-GDR



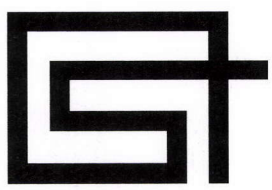
**Möbelkombinat Erfurt**
Furniture
1965 · Reiner & Sigrid Wiegang · DE-GDR



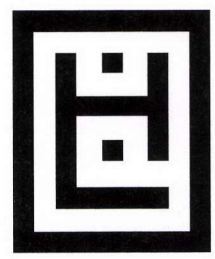
**2nd Congresso Panamericano de Arquitetos, São Paulo**
Architectural congress
1962 · João Carlos Cauduro · BR



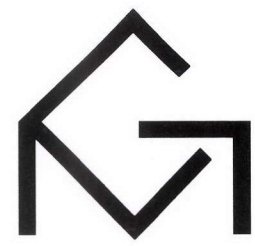
**Lamm-Frates Company**
Real estate
1971 · Crawford Dunn · US



**Fernsehgerätewerke Stassfurt**
Televisions
1965 · Heinz Unzner · DE-GDR

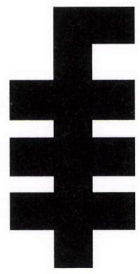


**Hannelore Lüling Verlagsbuchhandlung Erlangen**
Bookstore
1973 · Anonymous · DE



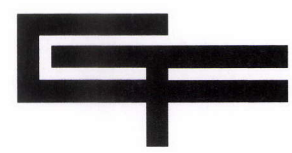
**Companhia General de Minas**
Mining
1962 · Alexandre Wollner · BR

**Sanyo Electric**
1970 · Tomoichi Nishiwaki, Inada Akira · JP

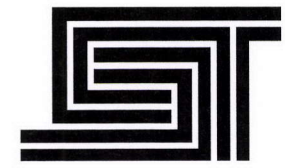


**Eduard Franke Apparatebau**
Electrical
1965 · Reiner Wiegang · DE-GDR

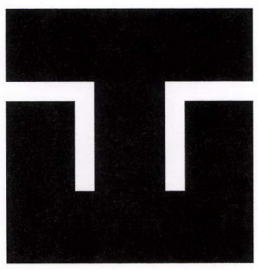
**Kind Stahlmöbelfabrik**
Furniture
1960s · Wolfgang Schmittel · DE



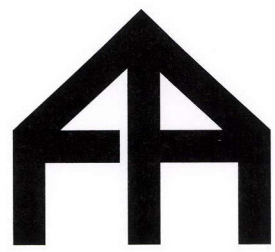
**GT Tisch-Hydraulik**
Hydraulic systems
1970 · Heiko Groschke · DE



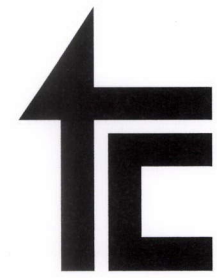
**Sola y Tortas**
Lighting systems
1972 · Lydia Casellas · ES



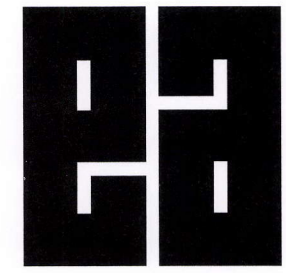
**Transformatorenwerk Falkensee**
Machinery
1965 · Herbert Prüget · DE-GDR



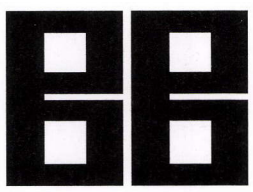
**Riverside Housing**
1957 · Ernst Roch/
Design Collaborative · CA



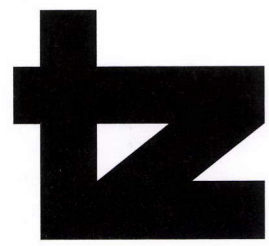
**Taller Cubano**
Automobile repairs
1966 · Reynaldo Da Costa · VE



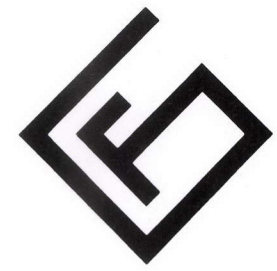
**Europäisch-Arabische Bank, Frankfurt am Main**
1973 · Heinz Schwabe · DE



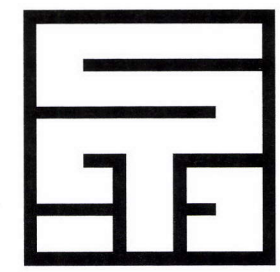
**Betonwerke Berlin**
Cement
1965 · Manfred Kloppert · DE-GDR



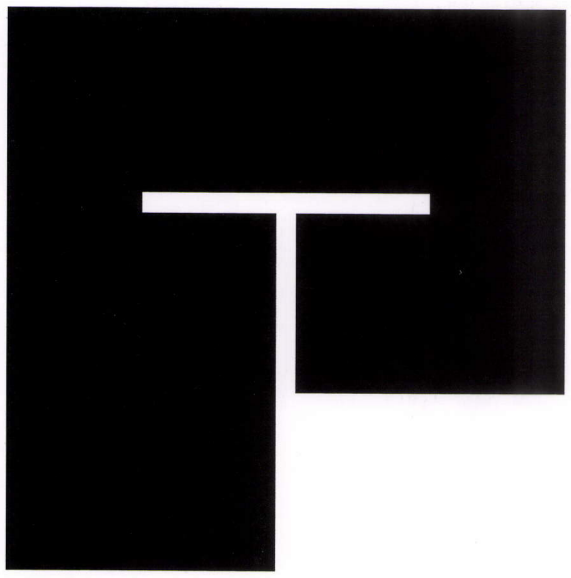
**Tecnizoo**
Stockbreeding
1963 · Walter Del Frate · IT



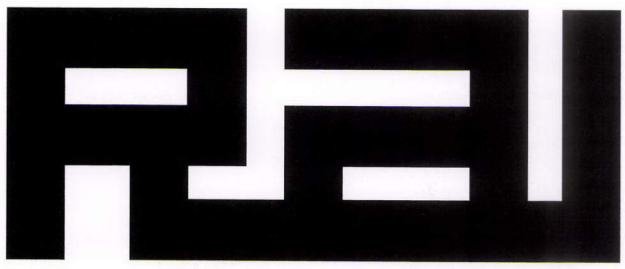
**Galeria Folha**
Art gallery
1961 · Willys de Castro,
Hércules Barsotti · BR



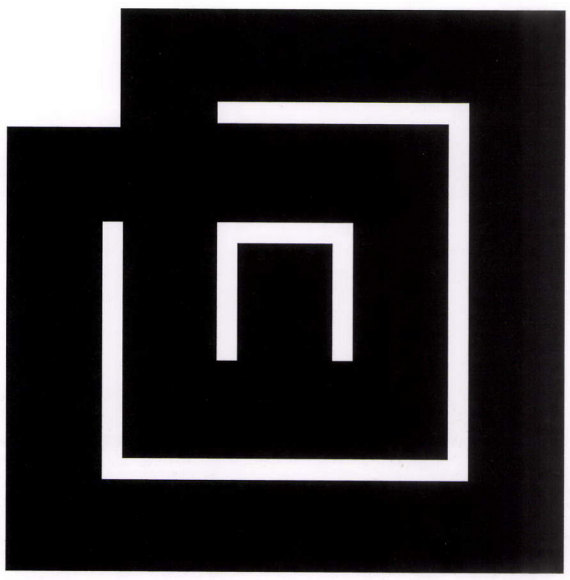
**Seibert-Stinnes**
Warehousing
1973 · Heinz Schwabe · DE



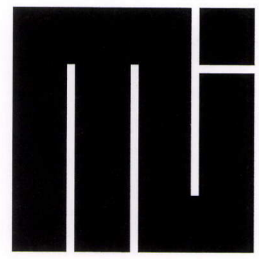
**Indústrias Paramount**
Clothing
1963 · Alexandre Wollner · BR



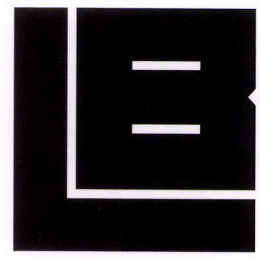
**RAI Radiotelevisione Italiana**
Broadcasting
1954 · Erberto Carboni · IT



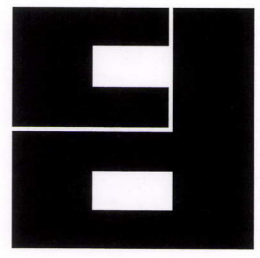
**Witthöft Werk für Spulenkörper & Isoliererzeugnisse**
Heating technology
1965 · Johannes Brase · DE-GDR



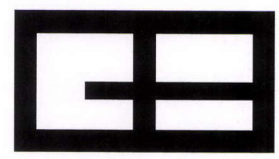
**Marketing Italia S.p.A.**
Research institute
1960s · Cecco Re · IT



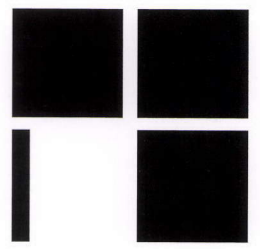
**Little, Brown**
Publishing
1960s · Push Pin Studios · US



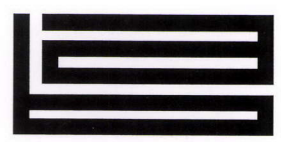
**World Design Conference Tokyo**
1960 · Takashi Kono · JP



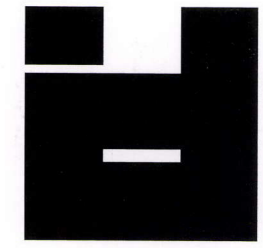
**Giovanni Brunazzi**
Design
1960s · Giovanni Brunazzi · IT



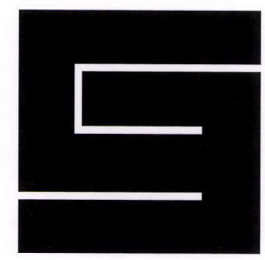
**Philosophische Bibliothek, Hamburg**
Publishing
1989 · Jens Peter Mardersteig · DE



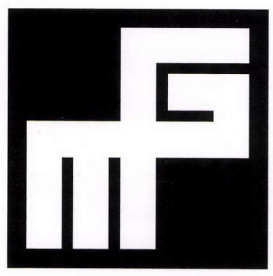
**Allende & Brea**
Lawyers
1960s · Gustavo Balcells · AR



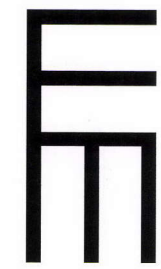
**id Druck**
Printing
1960 · Herbert W. Kapitzki · DE



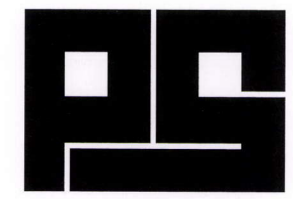
**Georges Streiff**
1960s · Roger-Virgile Geiser · CH



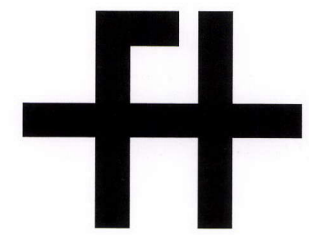
**Gassmann & Menge**
1965 · Fritz Deutschendorf · DE-GDR



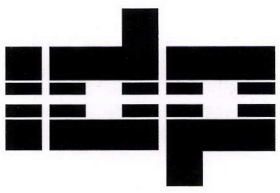
**Ediciones Mundonuevo**
Publishing
1950s · Rómulo Macció · AR



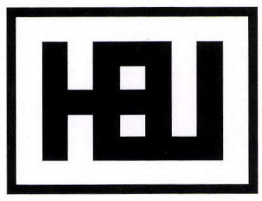
**Preben Schou**
Furniture
1970s · Anonymous · DK



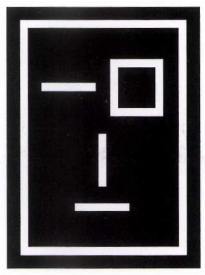
**Form und Technik**
Industrial design
1960s · Wolfgang Schmittel · DE



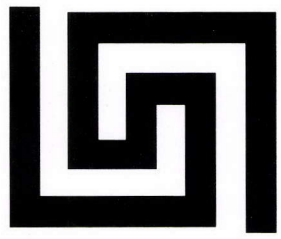
**Data Pathing**
Data processing
1971 · Harry Murphy, Victor Langer/
Harry Murphy & Friends · US



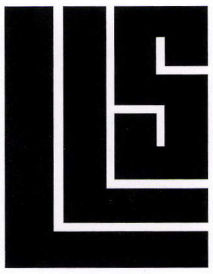
**Harcourt Brace Jovanovich**
Publishing
1972 · Anonymous · US



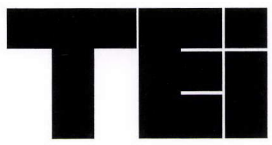
**Muster-Schmidt Verlagsgesellschaft**
Publishing
1905 · Christian Hansen-Schmidt · DE



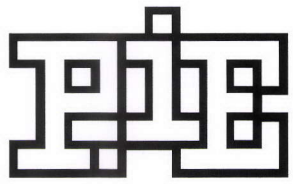
**Stuttgarter Gardinenfabrik**
Curtains
1960s · Otl Aicher · DE



**Lehr-und Leistungsschau Neubrandenburg**
Trade fair
1965 · Ludwig Bonitz · DE-GDR

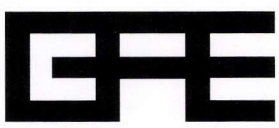


**Turnpike Engineering**
1964 · Kramer, Miller, Lomden,
Glassman Inc. · US

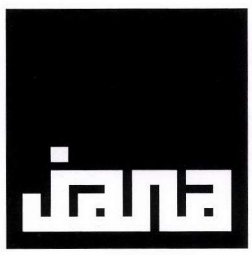


**P.I.E. Facilities**
Life insurance
1971 · Arthur Eckstein · US

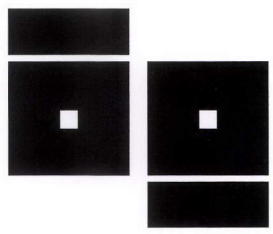
**Tall Oaks**
Construction company
1969 · Patricia Turnbull · CA



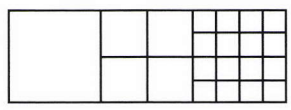
**George F. Eber**
Architecture
1960s · Ernst Roch · CA



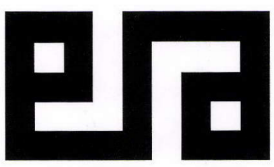
**Jana**
1970s · Hannes Schober,
Wolfram Reinhardt · DE



**Action Graphique Paris**
Design
1959 · Gérard Ifert · FR

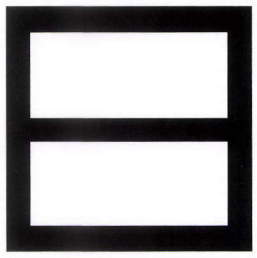


**Bonifica**
Landscape planning
1968 · Enzo Mari · IT

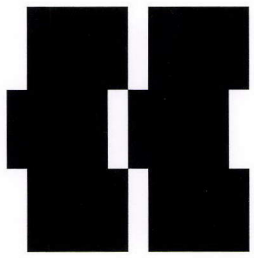


**Estro Armonico:Club**
Record label
1960s · Jacques Richez · BE

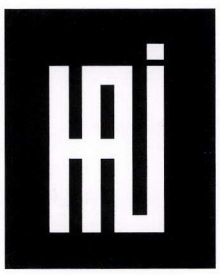
**Ingenieurbüro für Planung und Steuerungssysteme**
Planning and control systems
1973 · Heinz Schwabe · DE



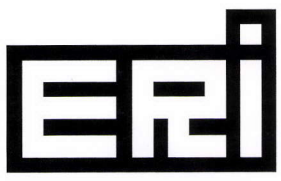
**Nikken Setsukei**
Architecture
1970 · Hiromu Hara · JP



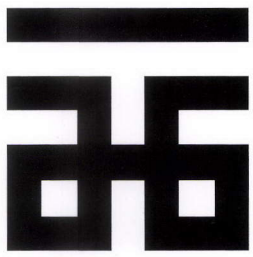
**Associazione Italiana Prefabbricazione**
Prefabricated buildings
1964 · Bob Noorda/
Unimark International · IT



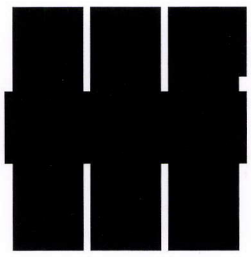
**Harry A. Jarvis**
Fuel oil
1960s · Nedo Mion Ferrario · VE



**RAI Edizioni ERI**
Publishing
1966 · Paolo Bargis · IT

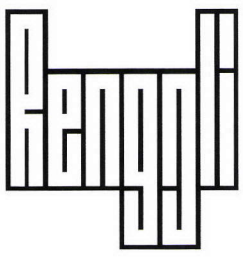


**Teatro de Arena da Guanabara, Rio de Janeiro**
Theater
1967 · Pinto Ziraldo · BR

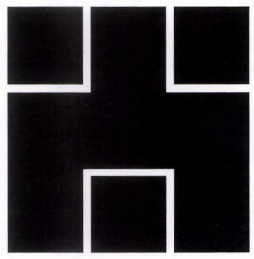


**Holzform**
Carpentry
1970 · Hannes Schober,
Wolfram Reinhardt · DE

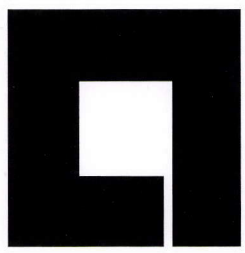
**Weimar-Werk**
Machinery
1965 · Fritz Deutschendorf · DE-GDR



**Renggli**
Interior design
1960s · Carlo L. Vivarelli · CH

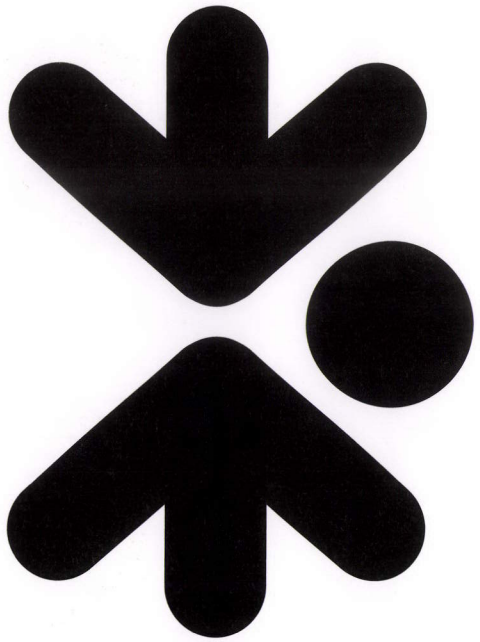


**Brafor**
Furniture
1965 · Aloísio Magalhães/PVDI · BR



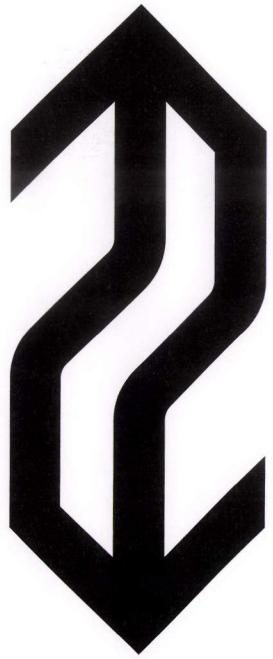
**I.J.J. Koroknay & Associates**
Urban planning
1967 · Imre Koroknay · CA

# Arrow



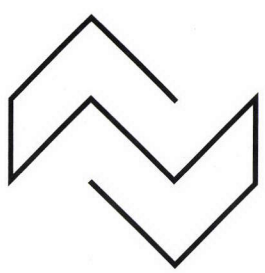
**Treffpunkt**
Television show
1979 · Odermatt+Tissi · CH

# Pfeil

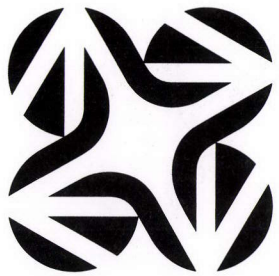


**Nederlandse Spoorwegen**
Public transport
1967 · Tel Design Associated · NL

**Ministerium für Verkehr**
Department of transport
(proposed design)
1970s · Helmut Schmid · DE



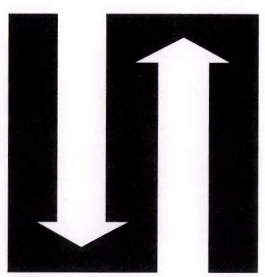
**International University Exchange**
Student exchange program
1955 · Ralph Prins · NL



**Steetfinder**
Maps
1971 · Arie J. Geurts · US

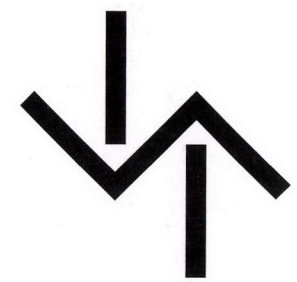
# Flèche

**British Railways Board**
Public transport
1964 · Gerald Barney, Milner Gray, Rupert Armstrong,
Collis Clements/Design Research Unit · UK

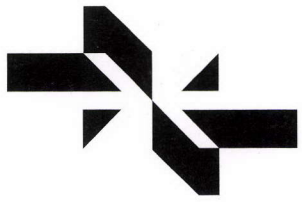


**Shannon Car Ferry**
1968 · Eric Patton · UK

**Electricity Council**
1968 · Nicholas Jenkins · UK

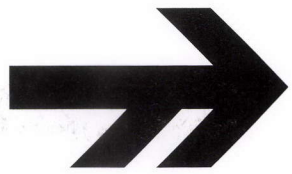


**Steiner**
Import-export
1958 · Marcel Wyss · CH



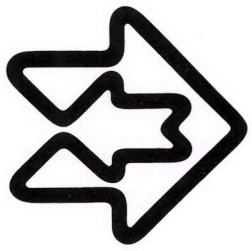
**Metro**
Public transport
1972 · Jesús Emilio Franco/
Diseño Industrial-Publicidad · VE

**International Marketing Corporation**
1975 · James Lienhart · US

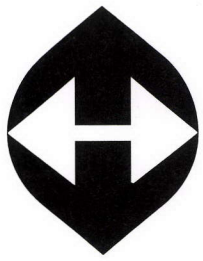


**Educational Tour**
Student travel organization
1969 · Walter J. Diethelm,
Jürg Grüninger · CH

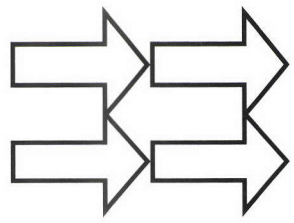
**New Brunswick Telephone Co.**
Telecommunications
1966 · Ernst Roch/
Design Collaborative · CA



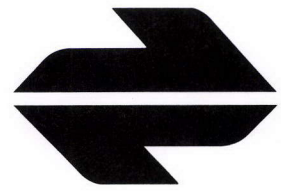
**Alcu Team Nixdorf**
Computer systems
1971 · Ludvík Feller · DE



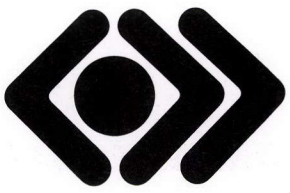
**Assist A.S.B.L.**
Student travel organization
1966 · Michel Olyff · BE



**Review of Educational Cybernetics & Applied Linguistics**
Academic journal
1968 · Ian McLaren · UK

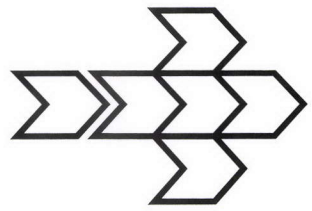


**Flugaggregate**
Aircraft technology
1972 · Max Graf von Pückler,
Norbert Schramp · DE

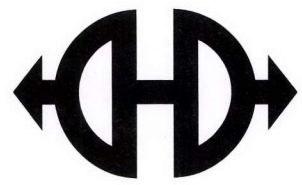


**Lambert Lepage Labbé, Montreal**
Audio-visual communication
1968 · Claude Gauthier · CA

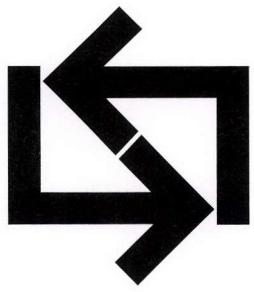
**Welthandelsfirma**
Import-export
1980 · Odermatt+Tissi · CH



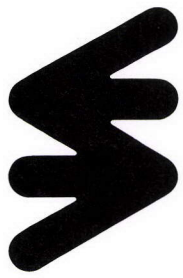
**Ullian**
Publishing
1962 · Etienne Bucher · FR



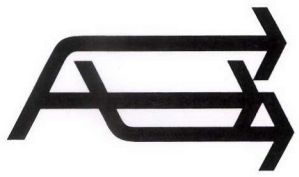
**Hochvakuum**
Vacuum products
1965 · Herbert Prüget · DE-GDR



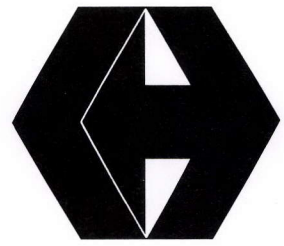
**Büro für Handelsförderung**
Trade promotion
1960s · Roger-Virgile Geiser · CH



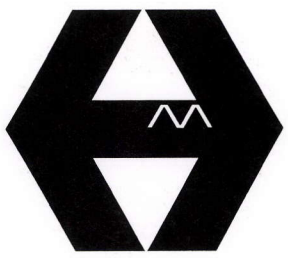
**SIMAT Italestero**
Postal services
1971 · Ornella Noorda · IT



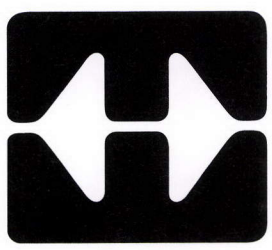
**Committee of Aluminum Producers**
1960s · Saul Bass · US



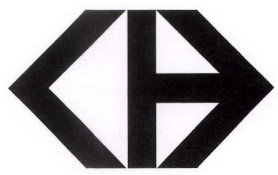
**Chemdorff**
Chemicals
1970 · Francisco Marco Vilar/
Grupo de Diseño · ES



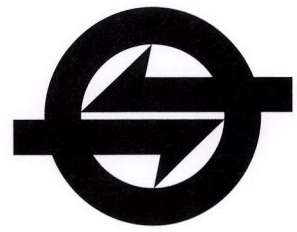
**Museum of Fine Arts, Montreal**
1970 · Fritz Gottschalk/
Gottschalk+Ash · CA



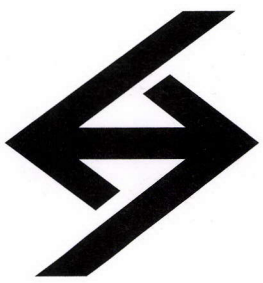
**Hammaslaboratorio Hamtek**
Dental laboratory
1966 · Juhani Parikka/
Markkinointi Viherjuuri · FI



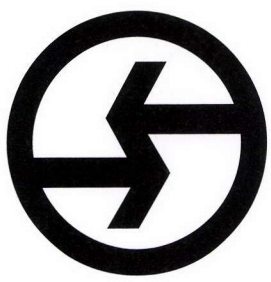
**Companhia Brasileira de Projetos**
Construction company
1967 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



**Polskie Koleje Państwowe**
Public transport
1960s · Josef Slobosz · PL

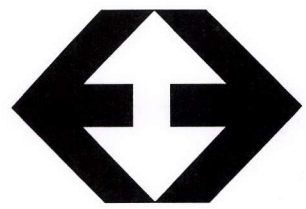


**J.C. Stackhouse Studios**
Design
1968 · J.C. Stackhouse Studios · CA

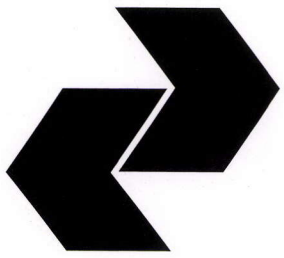


**VEB Hochspannungswerk**
Electricity
1965 · Berthold Resch · DE-GDR

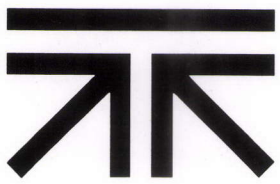
**Reinhardt Klinkhardt**
Air filtration
1965 · Horst Hilbert · DE-GDR



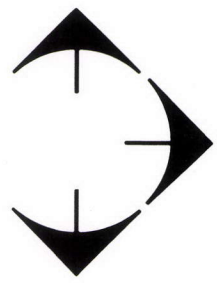
**Austral Líneas Aéreas**
Airline
1966 · Guillermo Gonzáles Ruiz · AR



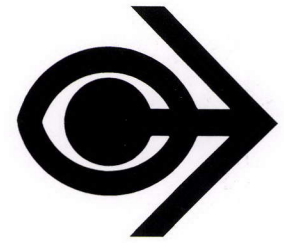
**Import-Export**
1960s · Andrzej Zbrozek · PL



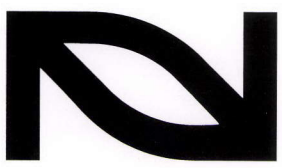
**Touchstone Books**
Publishing
1970 · John Condon · US



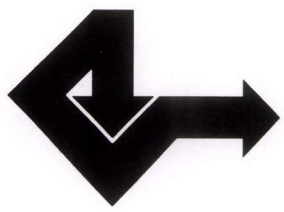
**Heben Fördern Lagern Seibert-Stinnes**
Storage technology
1973 · Heinz Schwabe · DE



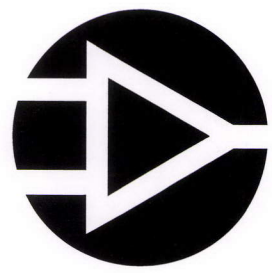
**Centre d'Etudes et de Développement des Relations Internationales**
Student exchange program
1968 · Jacques Douin · FR



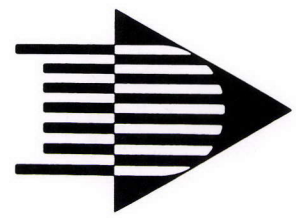
**Ferrovie Nord Milano**
Public transport
1981 · R. Nava, D. Soffientini, A. Ubertazzi · IT



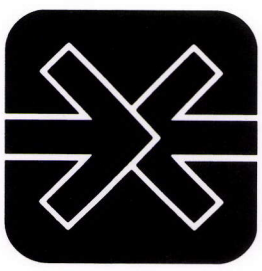
**Boyer**
Craft supplier
1969 · Alain Pontecorvo · FR



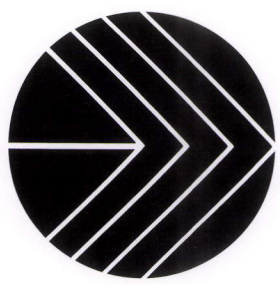
**Stelko**
Electronics
1969 · Morten Peetz-Schou · DK



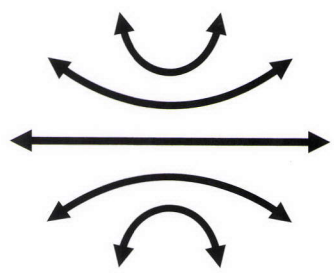
**Dusal Instruments**
Industrial manufacture
1960s · Eckstein-Stone · US



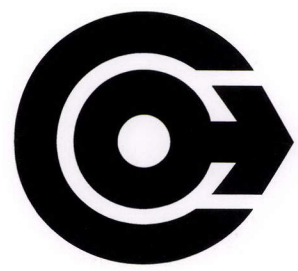
**Hispanic Center, Salt Lake City**
Cultural center
1979 · Scott Engen · US



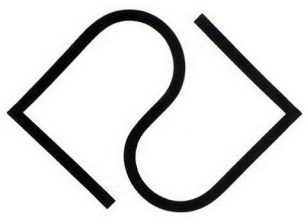
**Transitalia**
Travel agency
1977 · Giovanni Brunazzi · IT



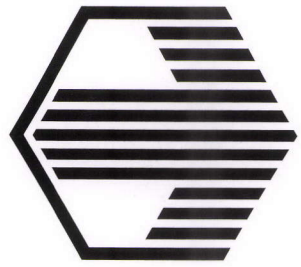
**Corning Class**
Works foundation
1974 · Robert Hagenhofer · US



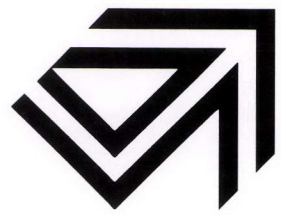
**Arthur & Spencer**
Haulier
1969 · Peter G. Ulmer · CA



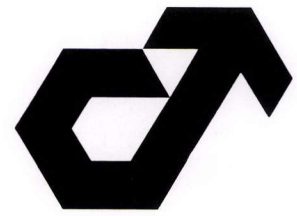
**Robert Cantieni**
Printing
1968 · Christian Lang · CH



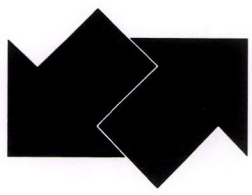
**Rastal Glasveredlung**
Glass
1973 · Lothar Böhm · DE



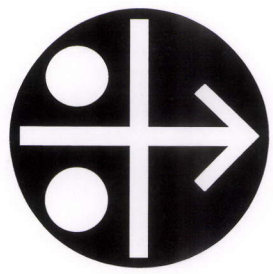
**Mark Five**
Investment
1971 · Allan W. Miller · US



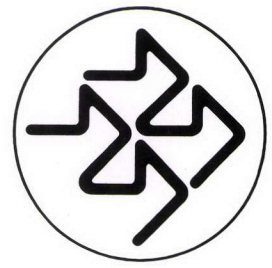
**Applied Power Industries**
Machinery
1960s · J. Budd Steinhilber/ Vie Design Studios · US



**Westinghouse Electric Corporation**
Management convention
1969 · Peter Megert · US



**Schweizerische Reisekasse**
Travel fund
1960s · Rudolf Bircher · CH

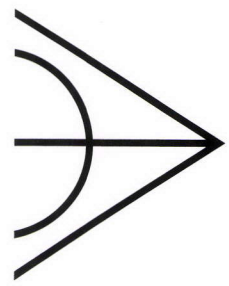


**Jefferson Buslines**
Public transport
1973 · Peter Seitz · US

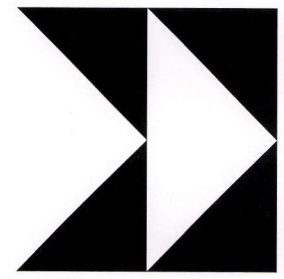
**Meca**
Highway advertising
1970 · Studio González Ruiz & Shakespear · AR

**Western Center on Law and Poverty**
Social services support center
1969 · Rod Dyer · US

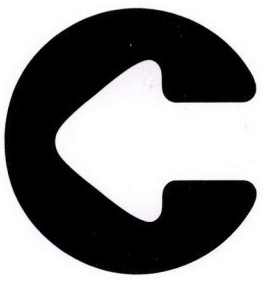
**SGS**
Microcircuit sales conference
1965 · Bob Noorda/ Unimark International · IT



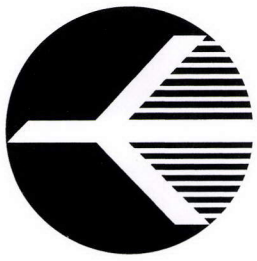
**Brasil Travel Agency**
1960s · Magalhães, Noronha & Pontual · BR



**Galeria Seta**
Art gallery
1963 · Willys de Castro, Hércules Barsotti · BR

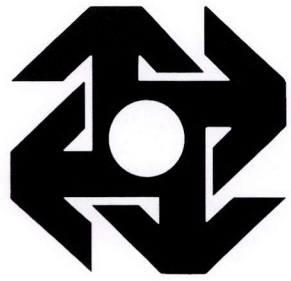


**Asbestos**
1970s · Woudhuysen Inc. · UK

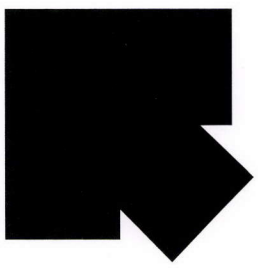


**Flugsýningin 1969**
Aviation history exhibition
1969 · Thröstur Magnusson, Hilmar Sigurdsson/Argus Advertising · IS

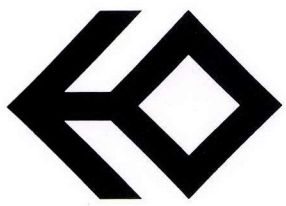
**WCVB-TV Channel 5**
Broadcasting
1970s · Lance Wyman · US



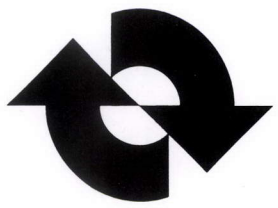
**Dynam Publicité**
Advertising
1965 · Anonymous · BE



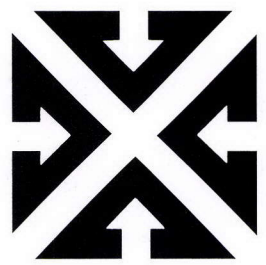
**Montello Tour**
Tourism
1977 · Peter Vetter · IT



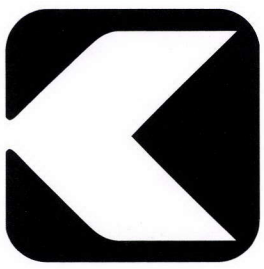
**Ediciones de Occidente**
Publishing
1964 · Amand Domènech · ES



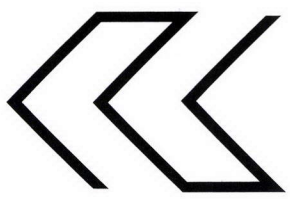
**New Brunswick Hydro-Electric Company**
Energy supplier
1971 · Chris Yaneff · CA



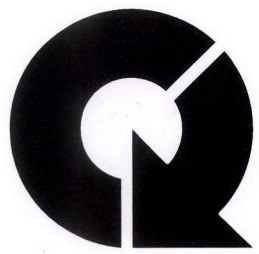
**Centro de Información CNC**
Information center
1968 · Félix Beltrán · CU



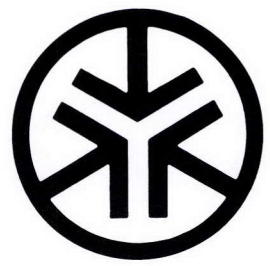
**Kutsuna Shoji**
Manufacturing
1974 · Koichi Watanabe · JP



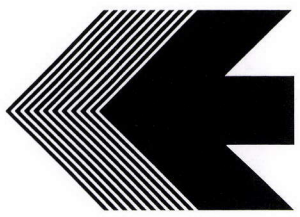
**Karl Künzle**
1970 · Michael Baviera · CH



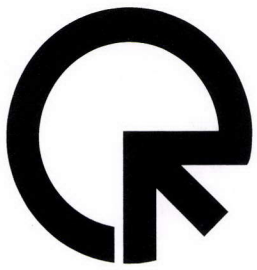
**Controle Qualtiss**
Textiles
1961 · Gérard Ifert · FR



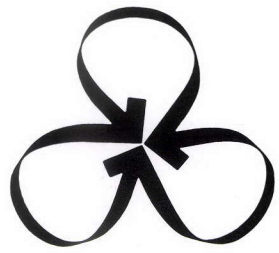
**Treffpunkt Industrie**
Trade organization
1960s · Walter Brudi · DE



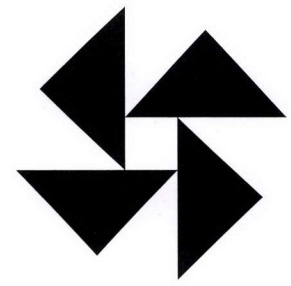
**Coco Ernesto Transportes**
Transport
1976 · Jorge Sposari · AR



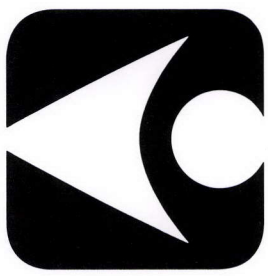
**Carlo Reggiani**
Plastics
1968 · Vittorio Antinori · IT



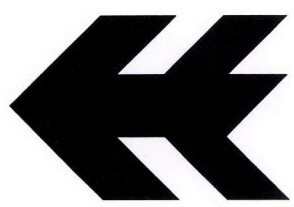
**Carrefour de la Belle Epine**
Shopping center
1969 · Théodore Stamatakis/ Créations Stama · FR



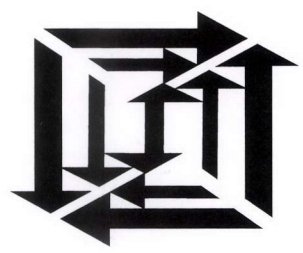
**Sarag**
Advertising
1965 · Anonymous · DE



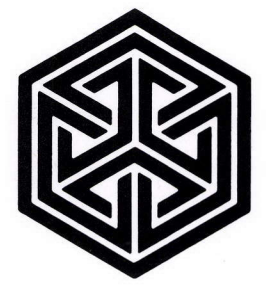
**Centre National de la Formation Permanente**
Education
1970 · Rémy Peignot · FR



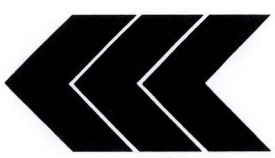
**Exposición Ferroviaria Internacional**
Rail transport exhibition
1968 · Ricardo Blanco · AR



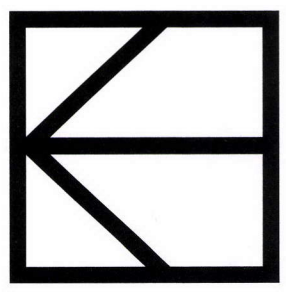
**Fotograbado Vene**
Prepress services
1967 · Gerd Leufert · VE



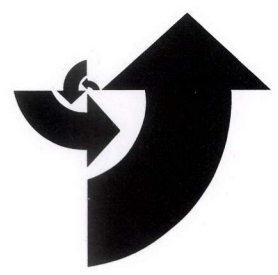
**Statens Informasjonstjeneste**
Information center
1968 · Paul Brand · NO



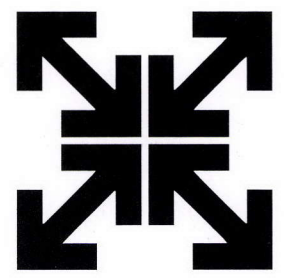
**Asbestos Eastern Transport**
Transport
1960 · Jean Morin · CA



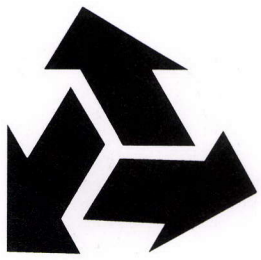
**Kurt Huber**
Advertising
1950s · Kurt Huber · CH



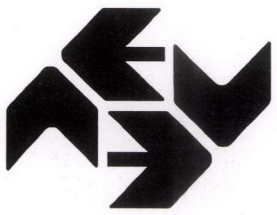
**Edward Hughes**
Design
1973 · Edward Hughes · US



**Park City Hospital**
1978 · Joe Dieter · US

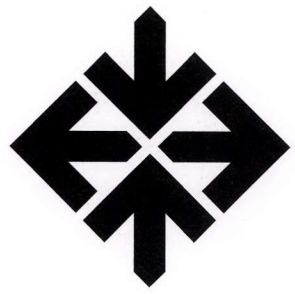


**Comercializadora de Banano Comunbana-Panama**
Foods
1978 · Dicken Castro · CO



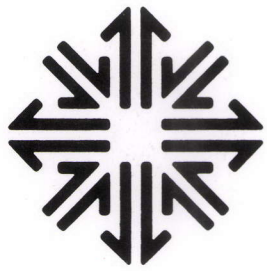
**Elitera Verlag**
Publishing
1971 · Wolfram Geister · DE

**Cedec**
Swimming club
1972 · Jean Delaunay/Look · FR



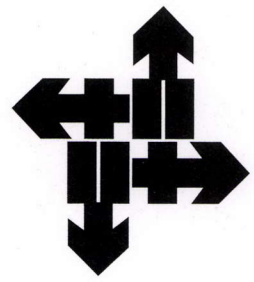
**Hillier Parker May & Rowden**
Real estate
1970 · Michael Tucker · UK

**City of Emeryville**
City identity
1973 · William Carson, Douglas Williams · US

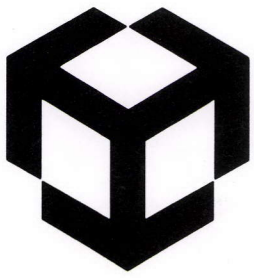


**Consorcio Intermex**
1973 · Ernesto Lehfeld · MX

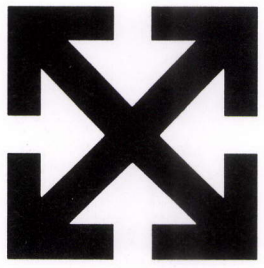
**Museum Voor Schone Kunsten, Ghent**
Art museum
1967 · Antoon de Vijlder · BE



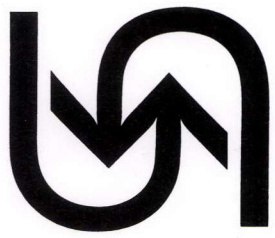
**Feria de Muestras de Barcelona**
Exhibition
1969 · Ribas & Creus · ES



**Internationale Verpackungsausstellung**
Packaging exhibition
1960s · Adolf Flückiger · CH

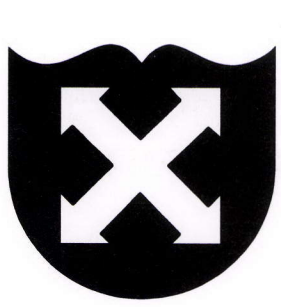


**Glasgow Airport**
1965 · Kinneir, Calvert & Associates · UK

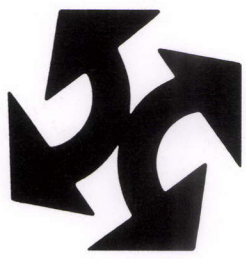


**National Design Council**
Industrial design body
1962 · Allan Robb Fleming · CA

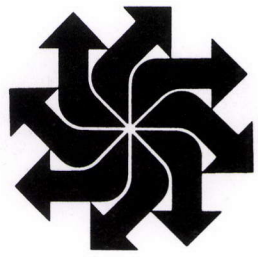
**Medalist Manufacturing Company**
Heating technology
1968 · Randall R. Roth · US



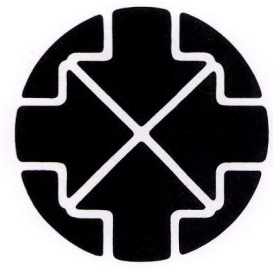
**Schwabengarage**
Parking lot
1940s · Hans Gaensslen · DE



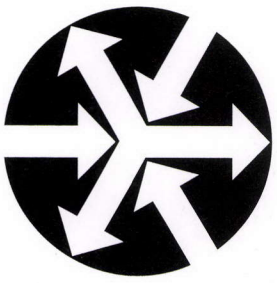
**Ximenes Hnos**
Import-export
1960s · Gerd Leufert · VE



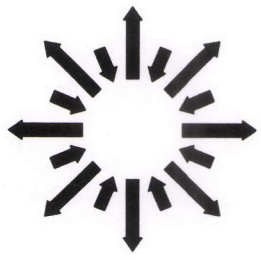
**Cominag**
1981 · Florent Garnier · FR



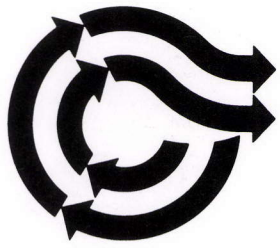
**The Celdic Report**
Health survey
1970 · Leslie Smart · CA



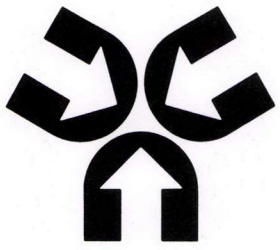
**Interpol**
International police organization
(proposed design)
1944 · Max Huber · IT



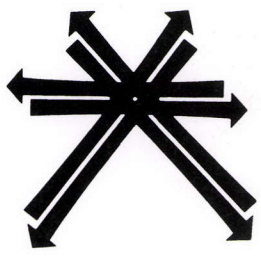
**Salon de l'Audiovisuel et de la Communication**
1970 · Daniel Maurel/ Chourgnoz Publicité · FR



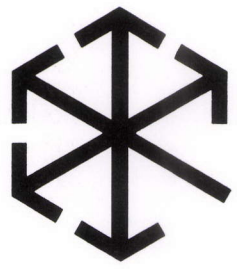
**Instituto Mexicano de Opinión Pública**
Market research
1975 · Ernesto Lehfeld · MX



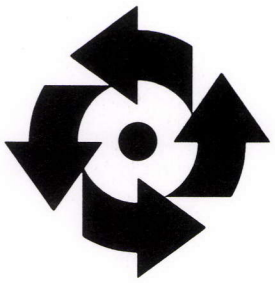
**New York State Urban Development**
State-subsidized housing
1980 · Arnold Saks · US



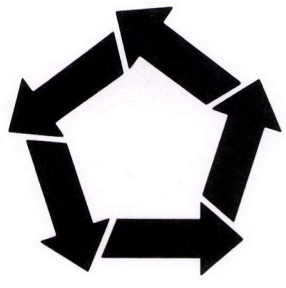
**Kiewit Computation Center**
Integrated computing
1966 · Frank Lieberman · US



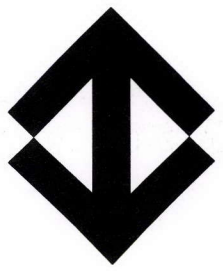
**Ingeniörforlaget**
Publishing
1967 · Bruno Oldani · NO



**Jean Oertli**
Tools
1946 · Hans Neuburg · CH

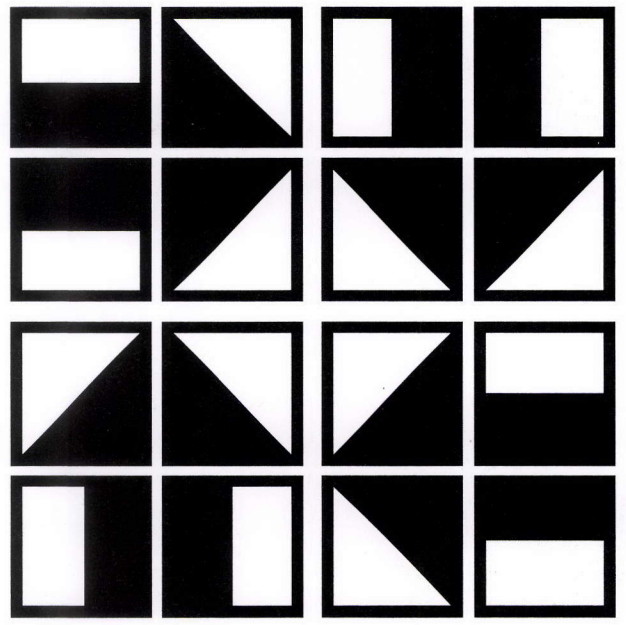


**Pentair**
Air-conditioning
1980 · Bror B. Zetterborg · FI

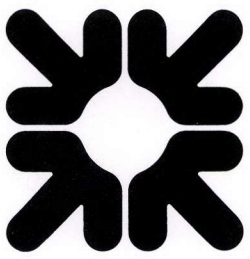


**Companhia do Metropolitano São Paulo**
Public transport
1967 · João Carlos Cauduro,
Ludovico Antonio Martino · BR

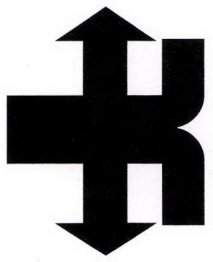
**Polo Consultoria e Planejamento**
City planning
1969 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



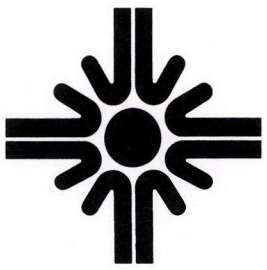
**St. Paul Skyways**
Transportation
1970 · Peter Seitz · US



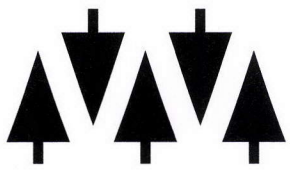
**National & Commercial Banking Group**
1968 · Mark Woodhams/
Allied International Designers · UK



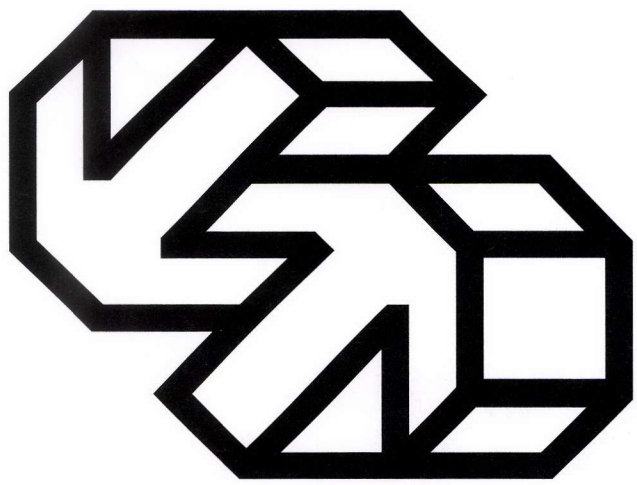
**Suomen Ulkomaankauppaliitto**
Import-export
1959 · Kosti A. Antikainen · FI



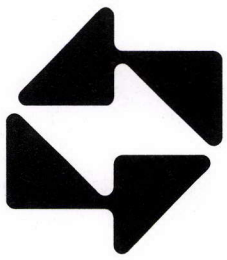
**Union Carbide Corporation**
Chemicals
1975 · Richard Yeager · US



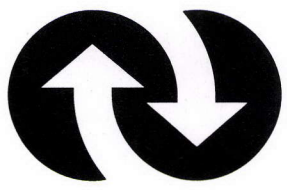
**West Coast Landscape Construction**
Landscape design
1960s · Conrad E. Angone · US



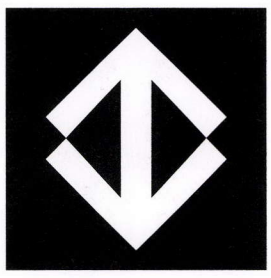
**Camera di Commercio I.A.A. di Milano**
Chamber of commerce
(part of integrated logo system)
1972 · Mimmo Castellano · IT



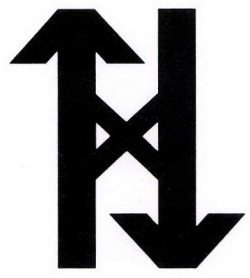
**Carolina Trade Zone**
Free trade zone
1975 · Robert A. Gale · US



**New Life Movement Association**
Civic education
1975 · Kiyoshi Kyoi · JP

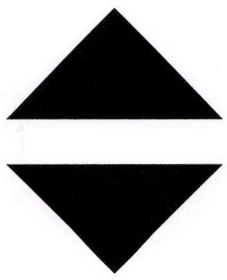


**Metro São Paolo**
Public transport
1978 · PVDI · BR

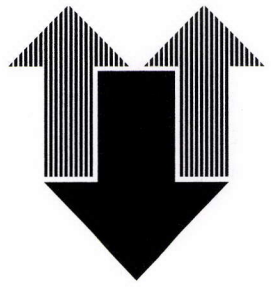


**Preludin**
Appetite suppressant
1960s · George Giusti · US

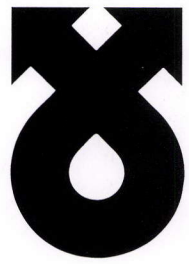
**Werbeagentur Gerber, Geiß, Kunert & Co.**
Advertising
1972 · Rainer E. Kunert · DE



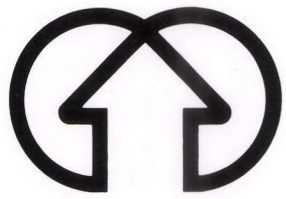
**Abakonverlag**
Publishing
1975 · Helmut Lortz · DE



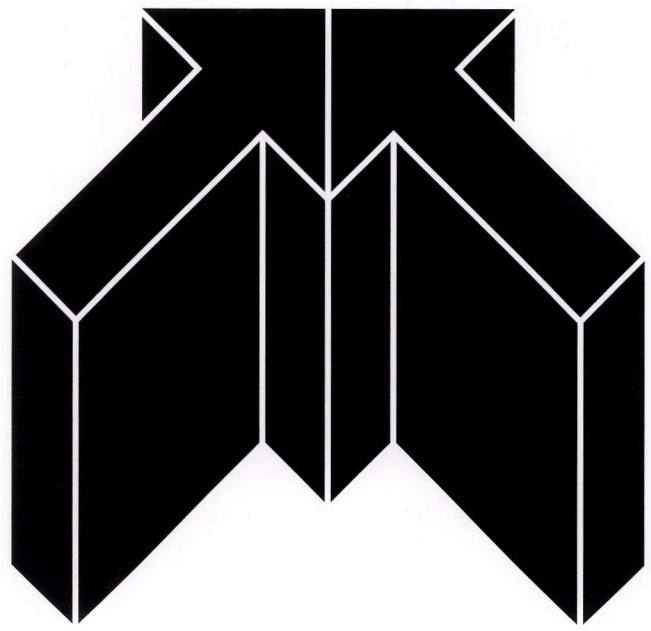
**Pest Control of Cambridge**
1953 · Henrion Design Associates · UK



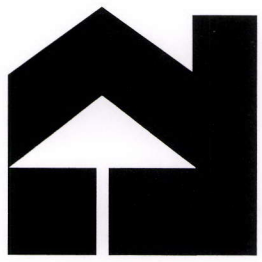
**Haulier**
1950s · Heinz Schwabe · DE



**Corporación Casa de la Juventud**
Youth hostel
1981 · Gustavo Gómez-Casallas · CO

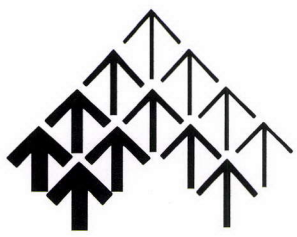


**Ministerio del Comercio Exterior**
Foreign trade
1973 · Félix Beltrán · CU

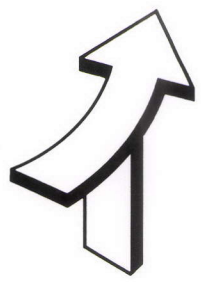


**Home & Dominion Investments of Canada**
1969 · Arthur Irizawa/
Stewart & Morrison · CA

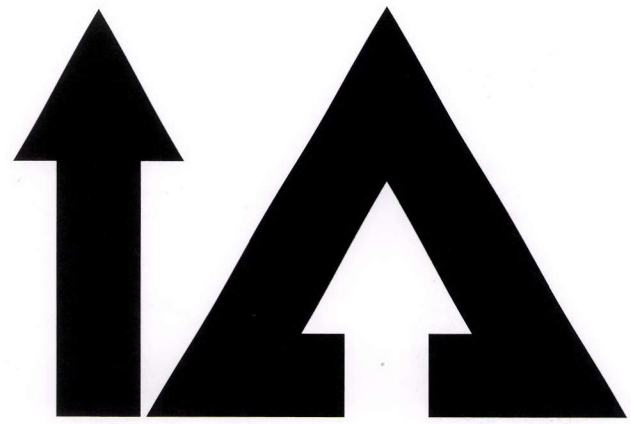
**Brødr. Søyland**
Construction machinery
1965 · Erik Fjellberg · NO



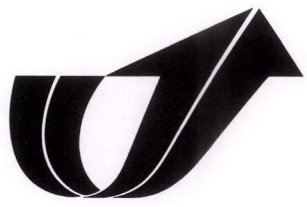
**Asphalt Roofing**
Building materials
1983 · Terry Lesniewicz/Al Navarre · US



**Nippon Illustrators Conference**
1969 · Shigeo Fukuda · JP

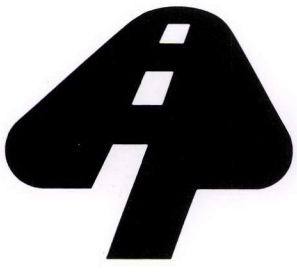


**US Air Force Systems Command**
Military research and development
1961 · Ben Dennis · US

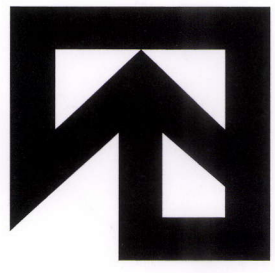


**Scal GP**
Aluminum
1967 · Roman Duszek/
Lonsdale Design · FR

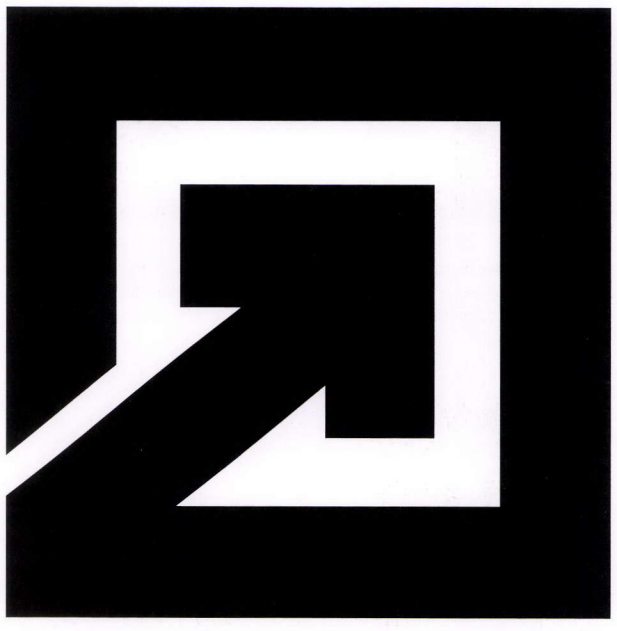
**International Instant Archery Association**
1971 · David L. Burke · US



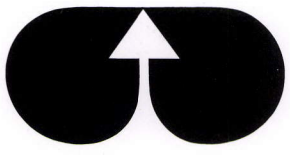
**Road Construction Enterprise**
Highway construction
1980 · Ivan Dvoršak,
Matjaz Bertonceli · YU



**Constructions Métalique**
Machinery
1950s · Jacques Nathan-Garamond · FR

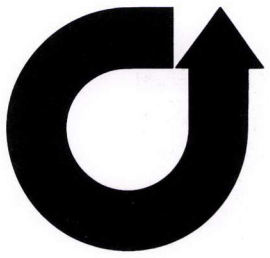


**Design-Zentrum Baden-Württemberg**
Design association
1956 · Herbert W. Kapitzki · DE

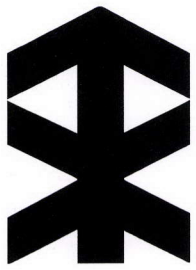


**Gozdno Gospodarstvo Novo Mesto**
Forestry
1976 · Ivan Dvoršak · YU

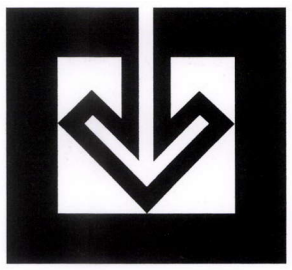
**Bunka**
Publishing
1970 · Shigeo Fukuda · JP



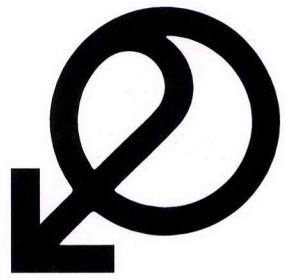
**J. R. Geigy**
Pharmaceuticals
1960s · Toshihiro Katayama · JP



**Quebec Pavilion, Expo '67, Montreal**
World's fair stand
1967 · Frank Lipari/
Gazette Printing Company · CA

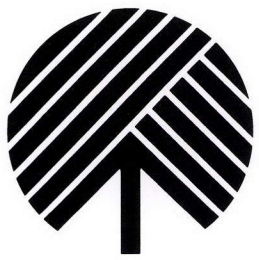


**Vereinigte Schweizer Rheinsalinen**
Salt
1960s · Ferdi Afflerbach · CH

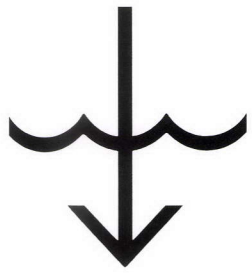


**La Nouvelle Encyclopédie**
Publishing
1960s · Christin Delorme · FR

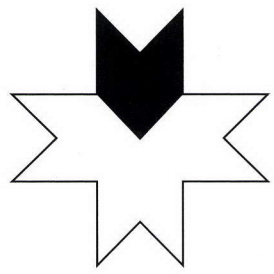
**Nihon Jutaku Prefab**
Prefabricated houses
1960s · Yusaku Kamekura · JP



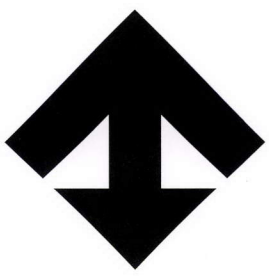
**Crédit Lyonnais Bank**
1971 · Daniel Morel/
Chourgnoz Publicité · FR



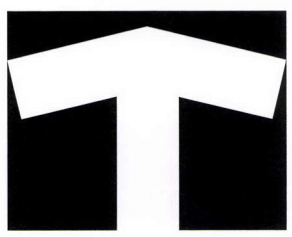
**Ciba**
Pharmaceuticals
1958 · Ernst Roch/
Design Collaborative · CA



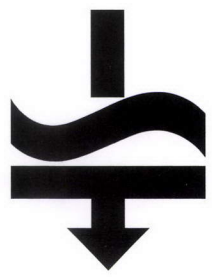
**John Sandwick Studios**
Design
1969 · Bill Hyde · US



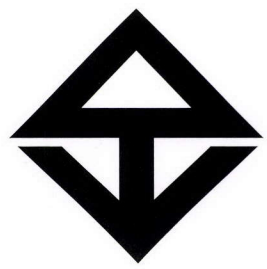
**Sanshin Electric**
Telecommunications
1968 · Hiroshi Ohchi · JP



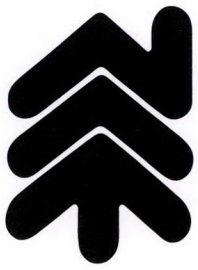
**Helwig**
Agricultural machinery
1960s · Wolfgang Schmittel · DE



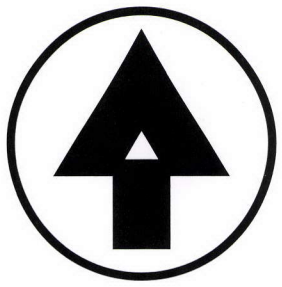
**I.F.P.**
Oil drilling
1968 · Etienne Bucher · FR



**Auto-Test**
Automobile electrics
1970 · Michel Martina · FR

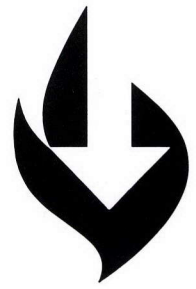


**Caudano Casa e Giardino**
Home and garden center
1972 · Emanuele Centazzo/Sitcap · IT



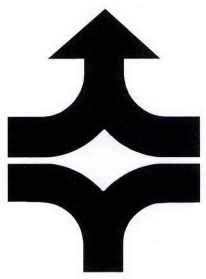
**Holzindustrie Altmark, Tangerhütte**
Timber reclamation
1965 · Karl Müller · DE-GDR

**S.V.T. Société du Verre**
Textiles
1964 · Philippe Caza · FR

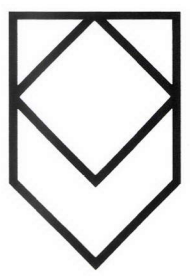


**Norris Industries**
Fire and safety equipment
1960s · Eskil Ohlsson/
Solow-Wexton · US

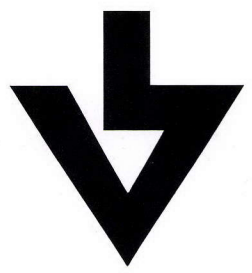
**Impuls Werbung Horst Kraus**
Advertising
1961 · Anonymous · DE



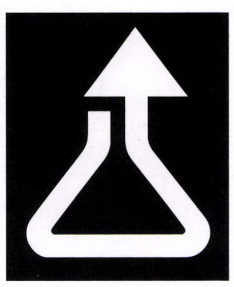
**George W. Barton & Associates**
Road planning
1960s · R. Nelson/
W. Bartsch Associates · US



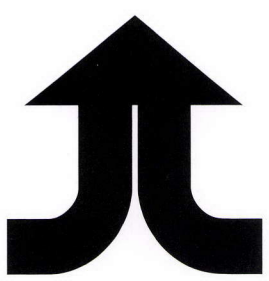
**Indústrias Villares**
Construction company
1967 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



**Virax**
Precision tools
1960s · Rémy Peignot · FR



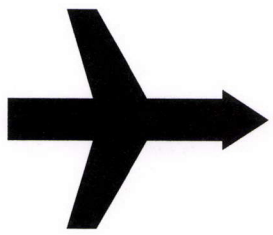
**Rohm and Haas**
Chemicals
1960s · Lester Beall · US



**Polttoaine GHH**
Fuel oil
1967 · Seppo Polameri · FI

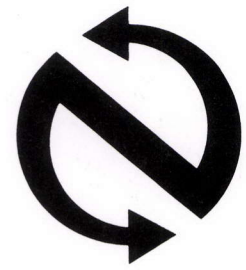
**Moldoplast**
Plastics
1965 · Amand Domènech · ES

**Kibag**
Construction materials
1979 · Odermatt+Tissi · CH

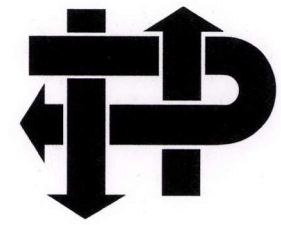


**Swissair**
Airline
1952 · Rudolf Bircher · CH

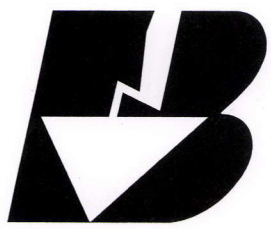
**King Racing**
Drag and bike racing
1980 · Thomas Ohmer,
Courtney Reeser · US



**Nankai Tuun**
Express shipping
1960s · Yoshio Amaya · JP



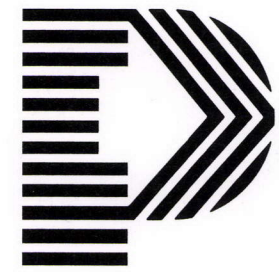
**Pockman Manufacturing**
Poultry farming equipment
1960s · R.W. Mutch & Co. · US



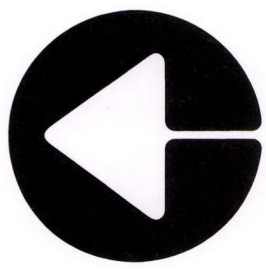
**Trade Union of Building Workers**
1960 · Franciszek Winiarski · PL

**Japan Socialist Party**
1961 · Makoto Wada · JP

**Ville de Montréal**
City administration
1964 · Jacques Roy/
Jacques Guillon Designers · CA

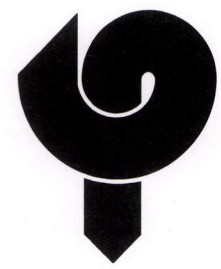


**Placement Services**
Employment agency
1972 · Ed Bohon · US

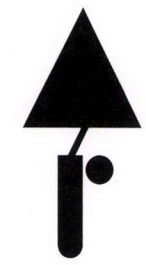


**Caribbean Communications**
Investment
1968 · Heiner Hegemann/
Chermayeff & Geismar · US

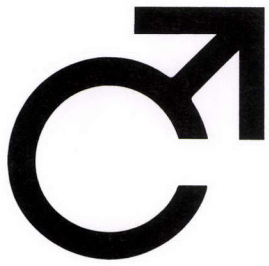
**Budapesti Metró**
Public transport
1968 · Crescencia Zelenák · HU



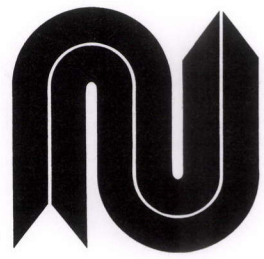
**Presspali**
Deep drilling
1970 · Giovanni Brunazzi · IT



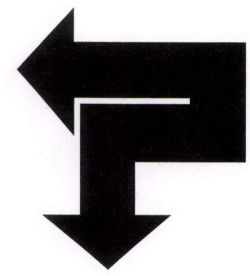
**Romfield Building Corporation**
Construction company
1965 · Chris Yaneff · CA



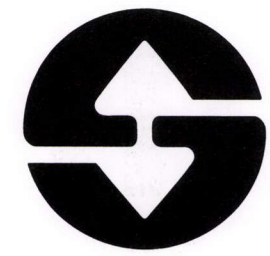
**Chaums Apparel**
Clothing
1970 · Vance Jonson · US



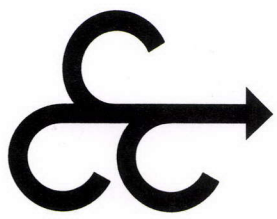
**Nishimura Shiko**
Paper
1969 · Tomoichi Nishiwaki · JP



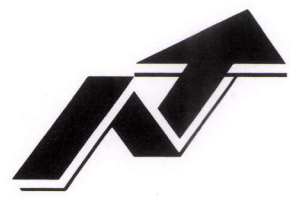
**Polator**
Import-export
1964 · Martti A. Mykkänen · FI



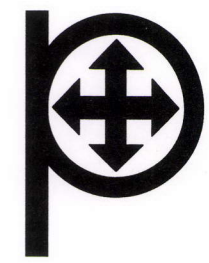
**Sidbec Steel**
1965 · Frank Lipari/
Gazette Printing Company · CA



**Corporate Communications Company**
Advertising
1965 · Lou Frimkess/
Advertising Designers · US

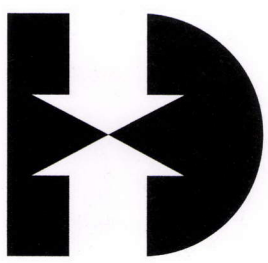


**Nihon Industrial Newspaper**
1969 · Shigeo Fukuda · JP

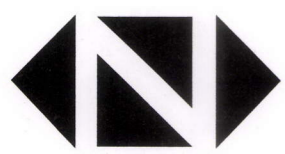


**G. Priestner**
Haulier
1964 · Kenneth Hollick · UK

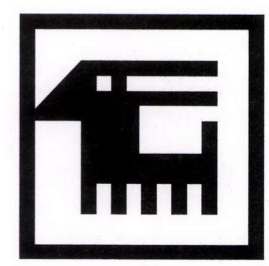
**Seatrain Lines**
Container transport
1964 · Tom Geismar/
Chermayeff & Geismar · US



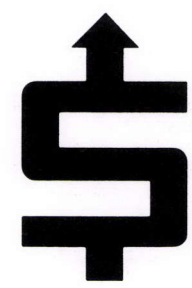
**Dynastructures**
Space engineering
1963 · Kramer, Miller,
Lomden, Glassman Inc. · US



**Neuenschwander, Bern**
Thermal engineering
1950s · Robert Sessler · CH

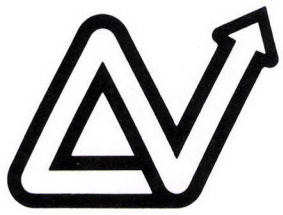


**MÉM Kiállítási Iroda**
Agriculture
1967 · István Szekeres · HU



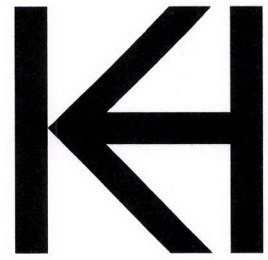
**G. Stasen**
Investment
1968 · Randall R. Roth · US

**R. E. Suter Lichtpausanstalt**
Reprographics
1940s · Robert Sessler · CH

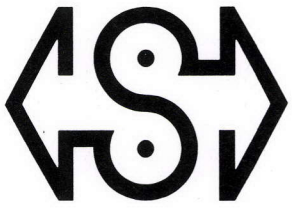


**Acciones y Valores**
Broker
1979 · Fernando Rión · MX

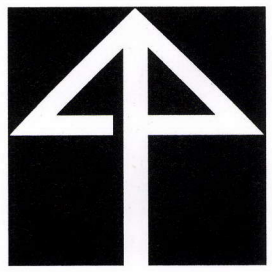
**Gifts on the Green**
Gift store
1967 · Herman & Lees Associates · US



**Kenneth Harris**
Hearing aid consulting
1960s · Ron Ford · UK

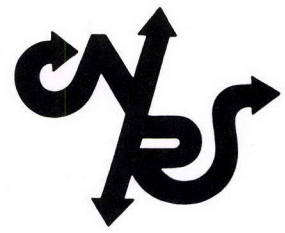


**Soundguide**
Metal workshop
1960s · David Caplan · UK

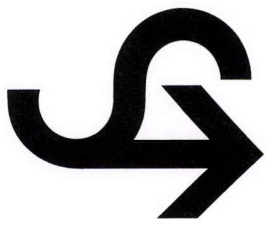


**AP Bauunternehmung**
Construction company
1950s · Emanuel Bosshardt · CH

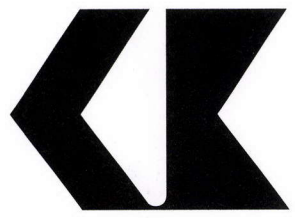
**Green Arrow**
Publishing
1983 · Makoto Yoshida · JP



**Centre National de la Recherche Scientifique**
Government research organization
1971 · J. Picart le Doux · FR

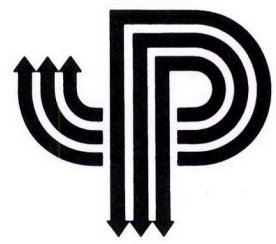


**Comsip Automation**
Electronics
1969 · Jacques Nathan-Garamond · FR



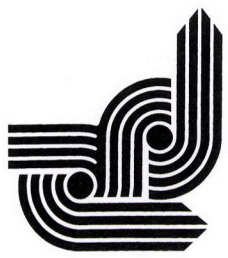
**Crédit Mutuel Hypothécaire**
Bank
1968 · Gilles Fiszman · BE

**Gottlieb Pfenninger**
Electronics
1950s · Rose-Marie Joray-Muchenberger · CH



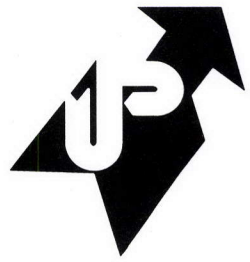
**R. Pape**
Antennas
1971 · Peter Riefenstahl · DE

**United Investment Services**
1967 · Chris Yaneff · CA

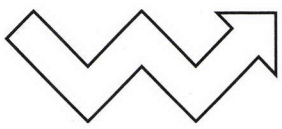


**Städtebau Entwicklungs- und Sanierungsgesellschaft**
Urban development
1970s · Hanns Lohrer · DE

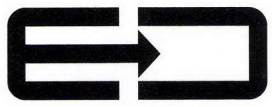
**Cagneuve**
Engineering
1967 · Etienne Bucher · FR



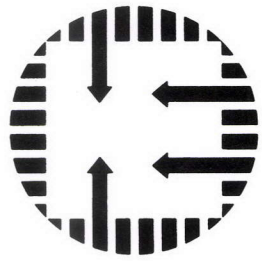
**Up Magazine**
1970 · Ave Pildas · US



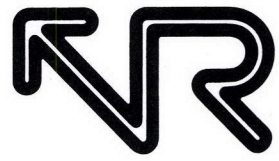
**De Wolf**
Advertising
1960s · De Wolf · BE



**East Dayton Tool & Die Company**
Tool manufacturer
1960 · J. Budd Steinhilber/ Vie Design Studios · US

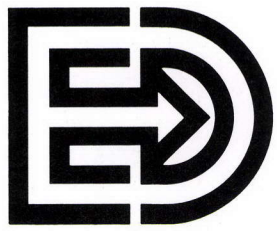


**Hecker Elektronik**
Electronics
1976 · Manfred Wutke · DE

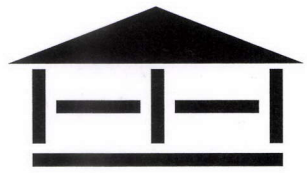


**La Voce Repubblicana**
Newspaper
1973 · Michele Spera · IT

**Vereinigte Zellstoff, Pirna**
Paper
1965 · Johannes Brase · DE-GDR



**The Education Directory**
Communications
1978 · Ner Beck · US



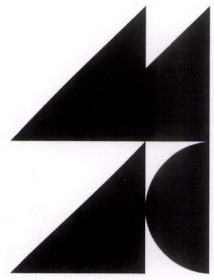
**Harold Hare**
Real estate
1968 · Leslie Smart · CA

**Walther + Moser Elektroapparate**
Electronics
1950s · Hans Rudolf Lauterburg · CH

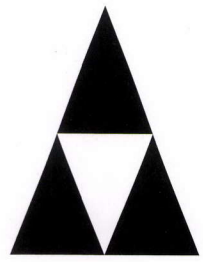
# Formes élémentaires

# Grundformen

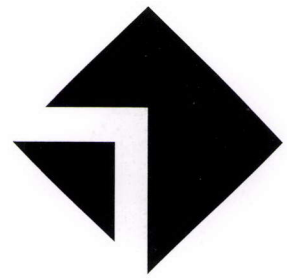
# Basic Forms



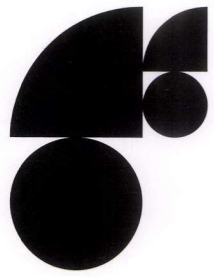
**Mac**
Advertising film production
1970 · Tomás Vellvé · ES



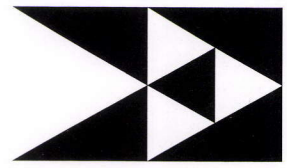
**Bede Aircraft**
Kit-plane manufacturer
1961 · Read Viemeister/
Vie Design Studios · US



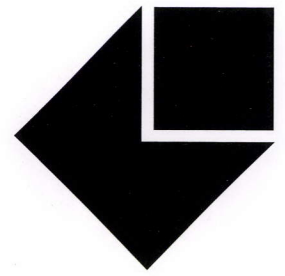
**Europäischer Allergiekongress, Basel**
Health symposium
1962 · Roland Aeschlimann · CH



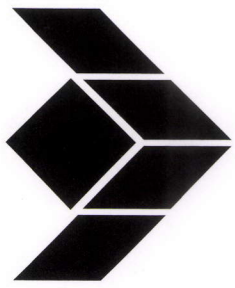
**Svit**
Pulp processing
1960s · Milan Vesely · CZ



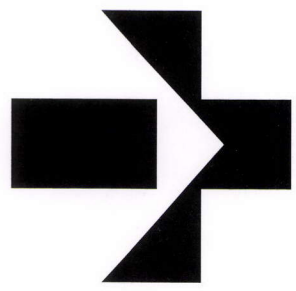
**Edgewood Furniture**
1961 · Tom Geismar/
Chermayeff & Geismar · US



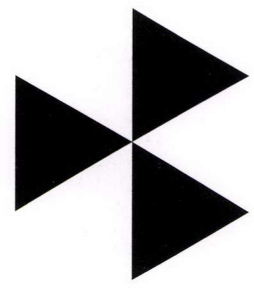
**Solnhofener Plattenwerke**
Tiles
1974 · Rolf Müller · DE



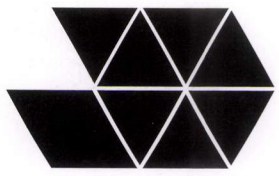
**Aero-Cargo**
Air freight
1965 · Félix Beltrán · CU



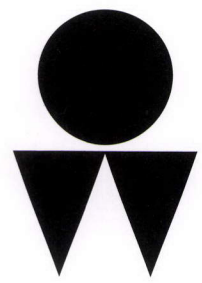
**Gould**
Electronics
1970 · Peter Teubner/
RVI Corp. · US



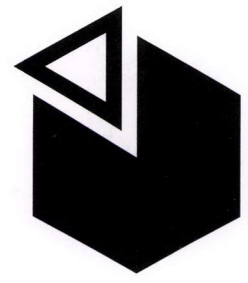
**Diethelm Werbeagentur**
Advertising
1964 · Walter J. Diethelm · CH



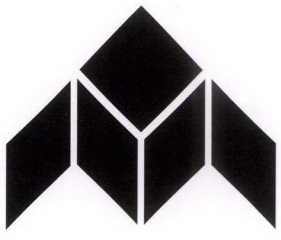
**Widom Wein & Partners**
Construction company
1979 · Ray Engle · US



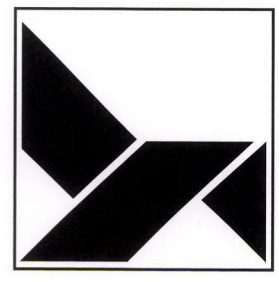
**M. H. D. Odziez Włókno**
Textiles
1964 · Andrzej Zbrozek · PL



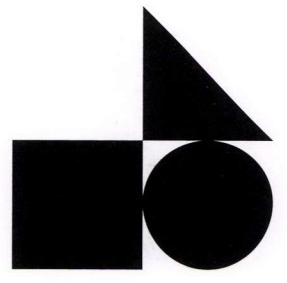
**Publi-Synthese & R. L. Dupuy**
Advertising
1965 · Anonymous · BE



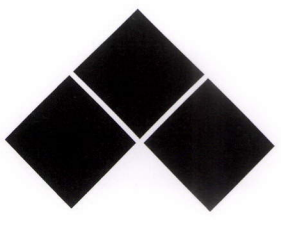
**Moffitt & McDaniel**
Architecture
1971 · Ray Engle · US



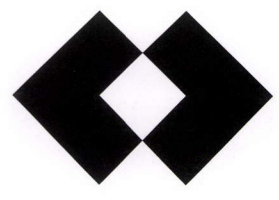
**Studio Books**
Publishing
1969 · Jiří Rathouský · CZ



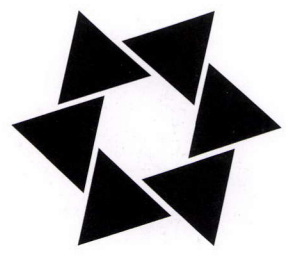
**Pittsburgh Wholesale Distributors**
Toys
1968 · Philip Seefeld/
Unimark International · US



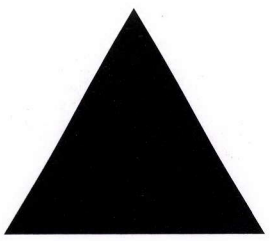
**Ansar Mosaic**
Mosaic design
1967 · Ivor Kamlish · UK



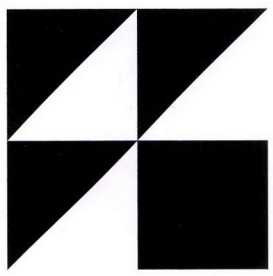
**Inženjerski Projektni Zavod**
Engineering
1973 · Sanja Iveković · YU



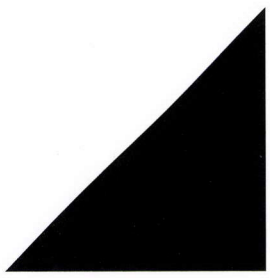
**Jewish Foundation**
Cultural organization
1960s · Ivan Chermayeff, Heiner
Hegemann/Chermayeff & Geismar · US



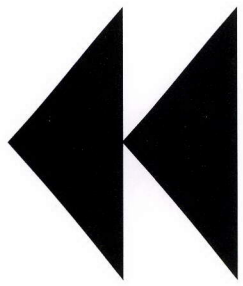
**Japan General Arts Corporation**
1970 · Gan Hosoya · JP



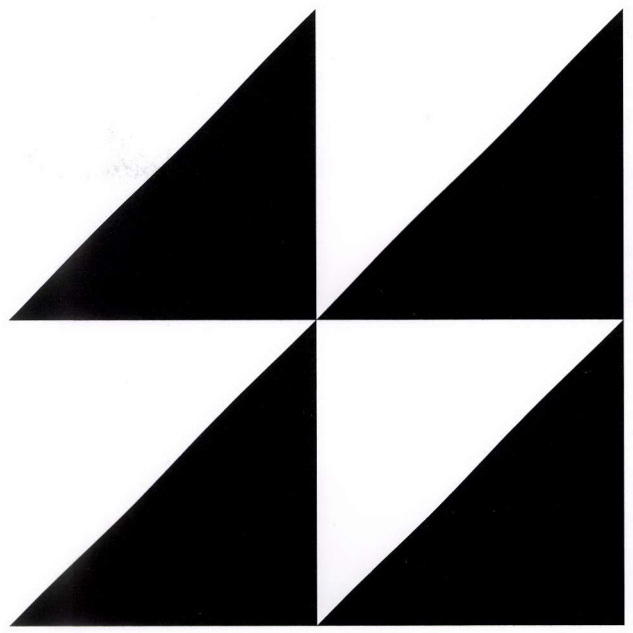
**Industry Training Board, Harrow**
1967 · Kenneth Hollick · UK



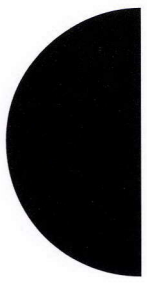
**Steenkolen Handelvereeniging**
Trade association
1966 · Total Design · NL



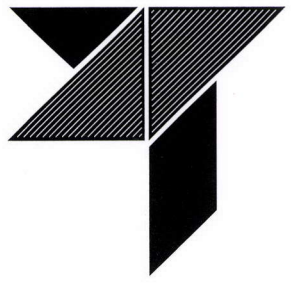
**Roger Mayer**
Advertising
1960 · Roger Mayer · CH



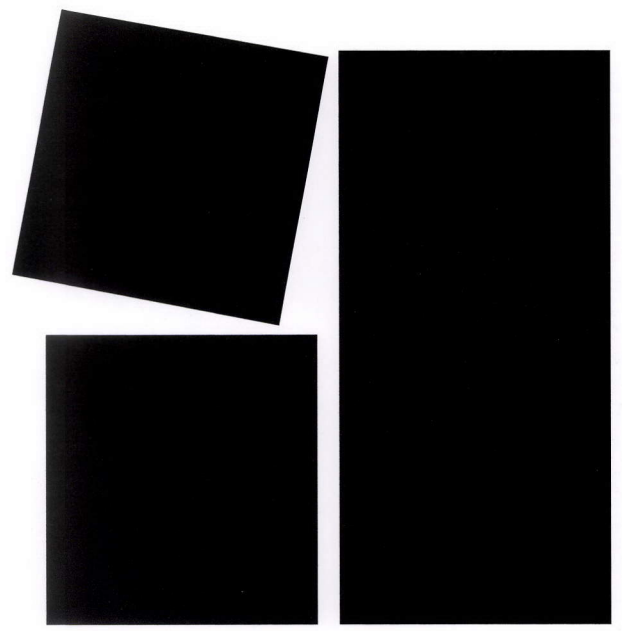
**SJV Warmtecentrum**
Thermal engineering
1966 · Benno Wissing/Total Design · NL



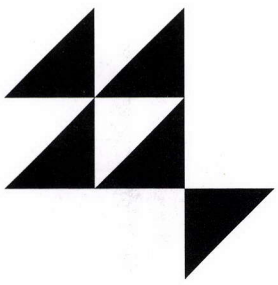
**50 Jahre Technikmagazin**
Magazine commemoration
1950s · Paul Sollberger · CH



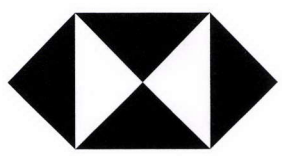
**A-P García, Barcelona**
Advertising
1968 · Tomás Vellvé · ES



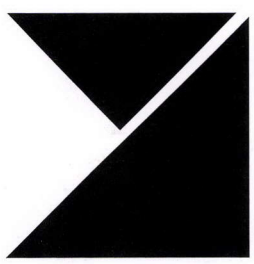
**P. A. Fitzgerald & Co.**
Engineering
1960s · Raymond Kyne · IE



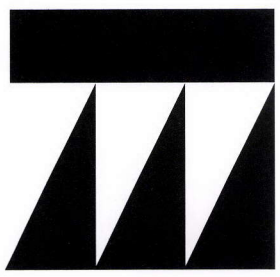
**Sofia Fashion Center**
1960s · Lüdmil Mehandjiev · BG



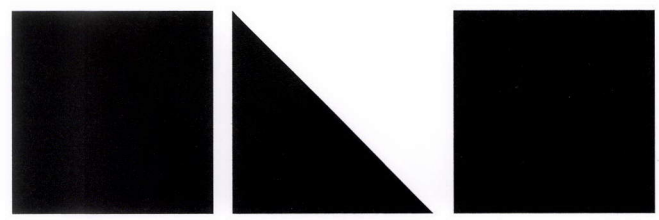
**Hongkong and Shanghai Banking Corporation**
1983 · Henry Steiner · HK



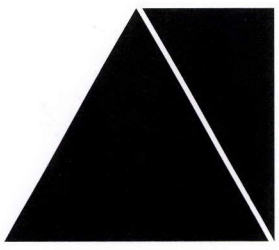
**German Pavilion, Expo '61, Turin**
World's fair stand
1961 · Karl-Oskar Blase · DE



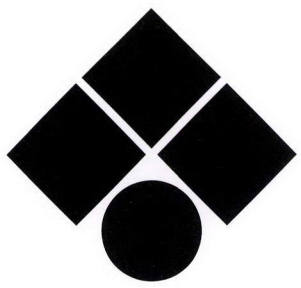
**W. S. Inwalidów**
1972 · Kazimierz Mann,
Jarosław Jasiński · PL



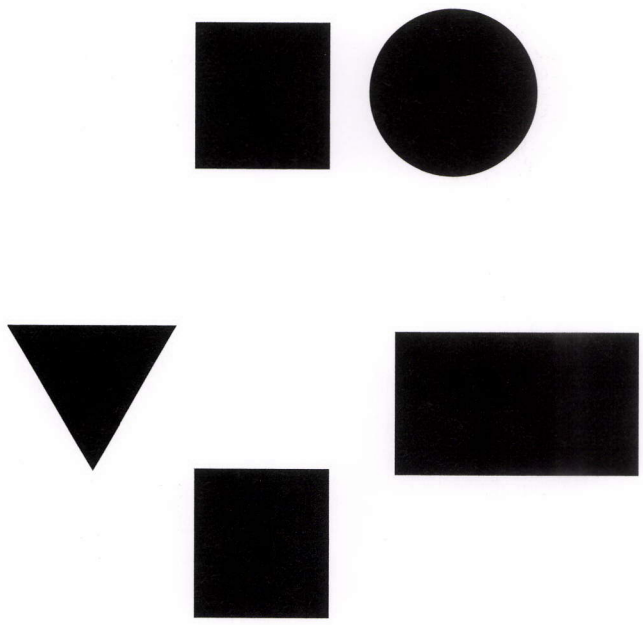
**Nizzoli Associati**
Urban planning
1965 · A. G. Fronzoni · IT



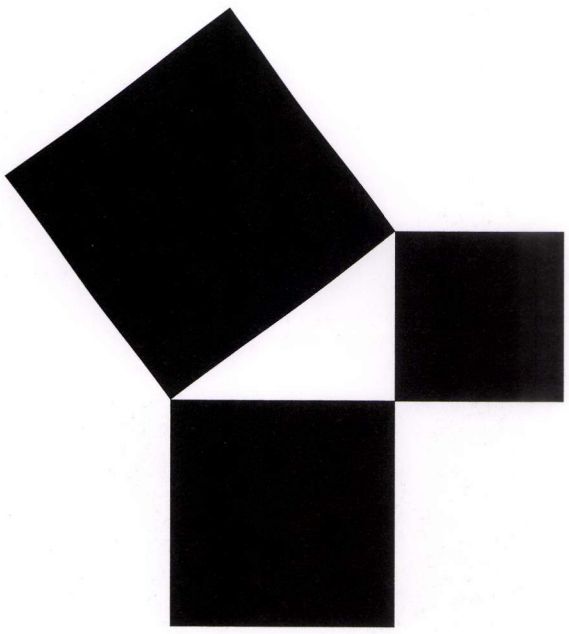
**Triedro**
Furniture
1971 · Michele Spera · IT



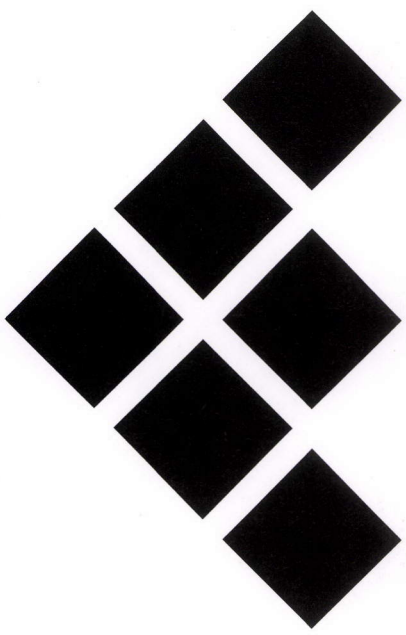
**Norconsult**
Management consultancy
1968 · Bruno Oldani · NO



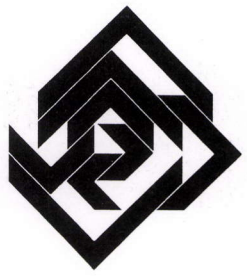
**Novum**
Design group
1958 · Helmut Lortz · DE



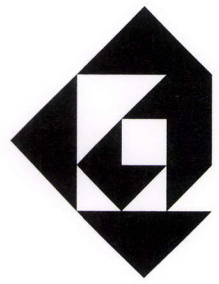
**Financial Parameters, Willowdale**
Investment
1970 · Manfred Gotthans, Chris Yaneff/Chris Yaneff · CA



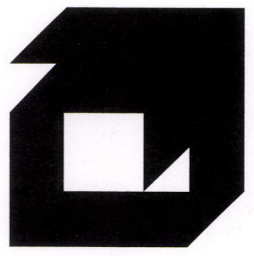
**FRESPO Fresas de Exportación**
Import-export
1977 · Jaime Gutierrez Lega · CO



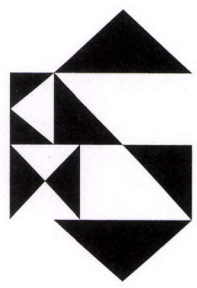
**Center for Advanced Engineering Study**
Institute of technology
1969 · Dietmar R. Winkler · US



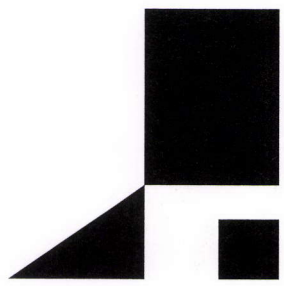
**Alumni Association of the Massachusetts Institute of Technology**
1967 · Dietmar R. Winkler · US



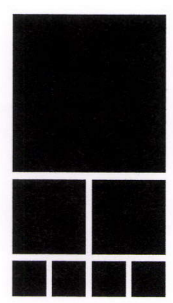
**Aeberhard & Co.**
Packaging
1969 · Ruedi Peter · CH



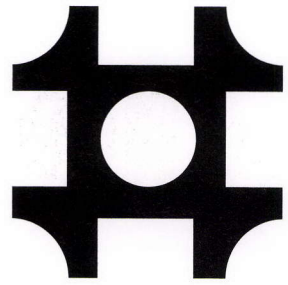
**Karl H. Stittgen**
Jeweler
1966 · Friedrich Peter · CA



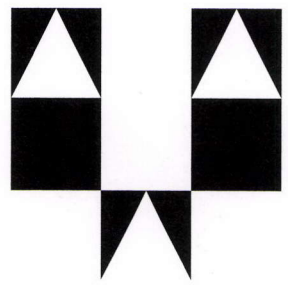
**Schuhhersteller**
Footwear
1972 · Jerzy Leontiew · PL



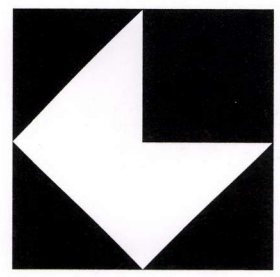
**Brazilian Institute of Geography and Statistics**
1960s · Magalhães, Noronha & Pontual · BR



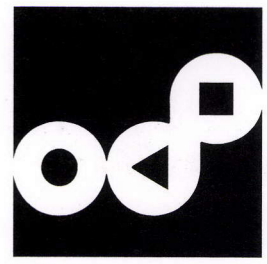
**Holland, Hannen & Cubitts**
Construction company
1958 · Romek Marber · UK



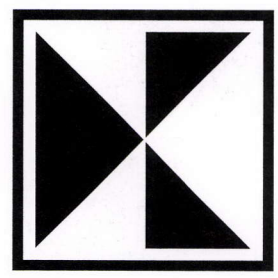
**S. C. Fromagerie**
Foods
1965 · Luc Van Malderen · BE



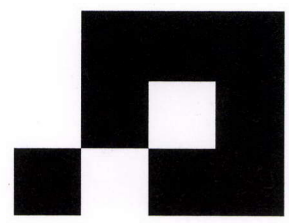
**J. L. Møllers Møbelfabrik**
Furniture
1960s · Anonymous · DK



**Otaka Design Production**
Advertising
1975 · Takeshi Otaka · JP

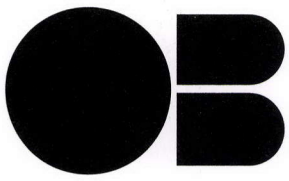


**Karl Krämer Verlag**
Publishing
1957 · Gottfried Prölß · DE

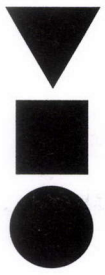


**Fiação e Tecelagem Sant'Ana**
Weaving
1972 · João Carlos Cauduro, Ludovico Antonio Martino · BR

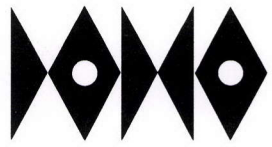
**Associated Industrial Consultants**
Engineering research
1960 · Henrion Design Associates · UK



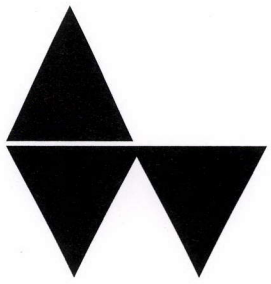
**Ogier Boudoul**
Tools
1967 · Gérard Guerre/Technés · FR



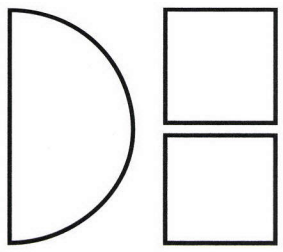
**Victor N. Cohen**
Advertising
1960 · Victor N. Cohen · CH



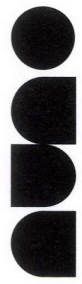
**Domo**
Grocers
1956 · Hanns Lohrer · DE



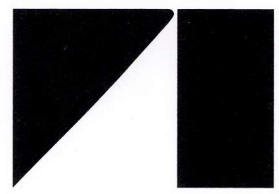
**Ault & Wiborg**
Inks
1967 · David Caplan · UK



**Facta Werbeagentur Hans-Dieter Richartz und Alfons Bürger**
Advertising
1975 · Facta Werbeagentur · DE

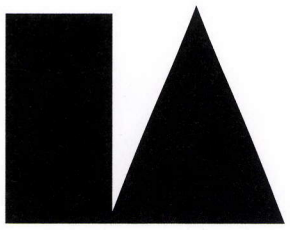


**Stabilimenti Chimici Italiani**
Chemicals
1968 · A. G. Fronzoni · IT



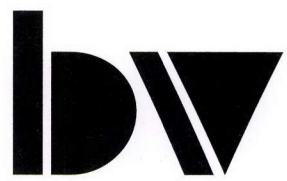
**American Motors Corporation**
Automobile company
1969 · Walter P. Margulies/
Lippincott & Margulies · US

**CTV Television Network, Toronto**
1966 · E. J. Morrison/
Stewart & Morrison · CA



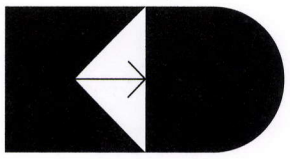
**Ikedamura Aseduction**
Planning office
1980 · Norio Ikeda · JP

**Villa Cerro Industries**
Agricultural machinery
1969 · Ferruccio Ferri/Ferri Pubblicità · IT

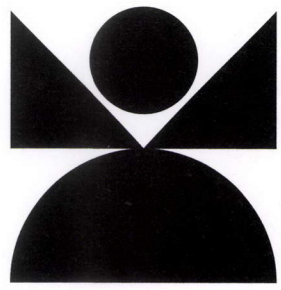


**Bardtenschlager Verlag**
Publishing
1970 · Anonymous · DE

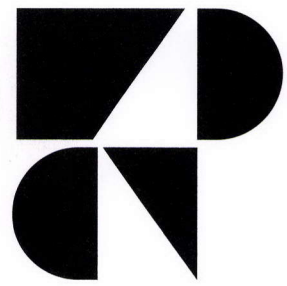
**Primary Mathematics Teaching**
Education
1960s · Ivan Dodd · UK



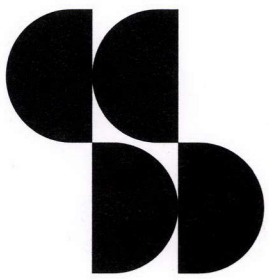
**KD-Kommunikation**
Public relations
1969 · Morten Peetz-Schou · DK



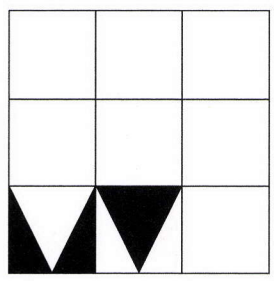
**Mlad**
Wooden toys
1974 · František Bobáň · CZ



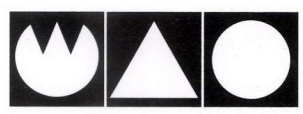
**Divadlo za Branou**
Theater
1960s · Ludvík Feller · CZ



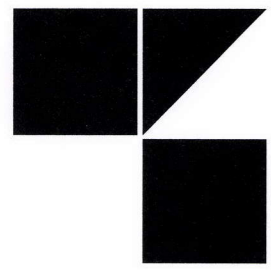
**Studio Sansoni**
Design
1969 · Piero Sansoni · IT



**Münchner Volkshochschule**
Education
1973 · Rolf Müller · DE



**Gense**
Stainless steel
1960s · Rolf Lagerson, Stig Bark · SE



**Koch Möbel**
Furniture
1964 · Klaus Grözinger · DE

**University of Alberta, Faculty of Arts**
Art department
1960s · Walter Jungkind · CA

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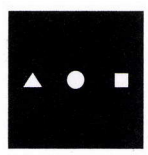
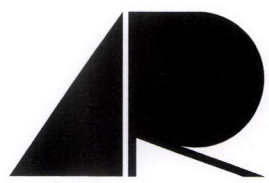
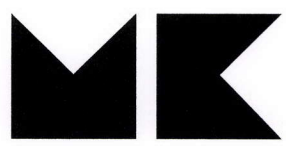


**Typographische Gesellschaft München**
Design association
1979 · Rolf Müller · DE

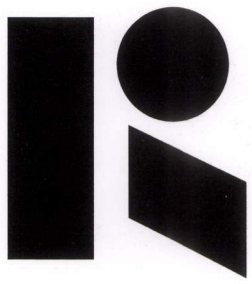


**Religioni Oggi Dialogo**
Magazine
1970 · Michele Spera · IT

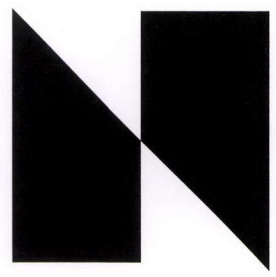


**Milani & Kobi Werbeagentur**
Advertising
1969 · Hans Knöpfli · CH

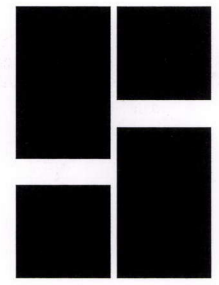
**Praxis und Röntgeneinrichtungen AG**
Medical equipment
1965 · Peter Kräuchi · CH



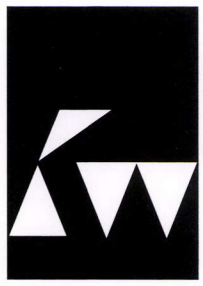
**Ribbon**
Pharmacy
1979 · Giancarlo Iliprandi · IT



**Deciep**
1972 · Félix Beltrán · CU

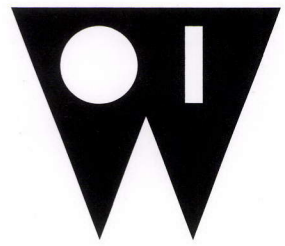


**Standard International Corporation**
Industrial manufacture and design
1960s · Malcolm Grear · US

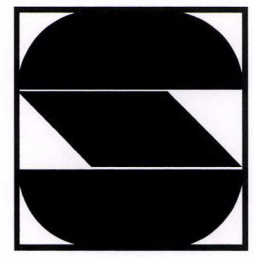


**Kramer Werbeagentur**
Advertising
1950s · Kramer Werbeagentur · DE

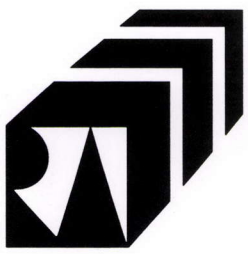
**Sten Jacobsson Konsult**
Management consultancy
1950s · Lars Bramberg · SE



**E. Weber & Cie**
Vending machines
1961 · Rudolf Bircher · CH

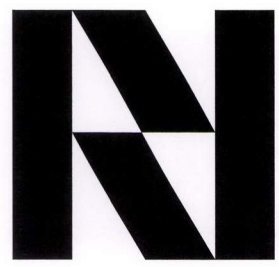


**Safety Products**
1970 · Luis Ortega de Uhler · ES

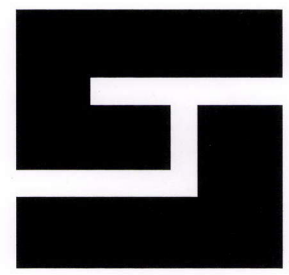


**Research Laboratory of Architectural Space**
1975 · Akisato Ueda · JP

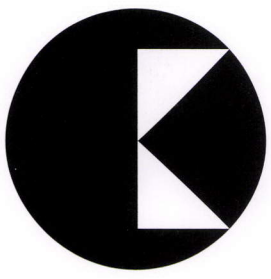
**Rothenhäusler & Wälchli**
Advertising
1965 · Anonymous · CH



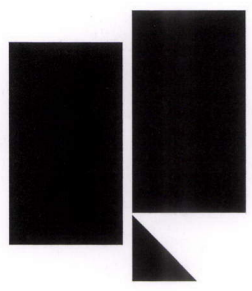
**American Home**
Magazine
1968 · Tony Russell/
Russell & Hinrichs · US



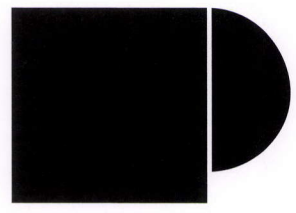
**G. Simmen Schreibmaschinen**
Typewriters
1966 · Walter J. Diethelm · CH



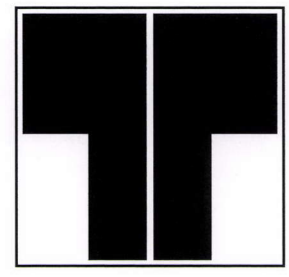
**Kruger Pulp and Paper**
1965 · Ernst Roch/
Design Collaborative · CA



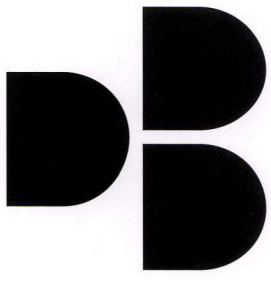
**Donegal Quartzite**
1978 · Richard Eckersley · IE



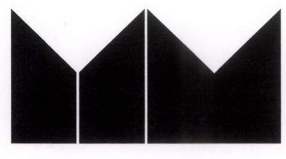
**Panalogic**
Digital imaging systems
1972 · R. Roger Remington · US



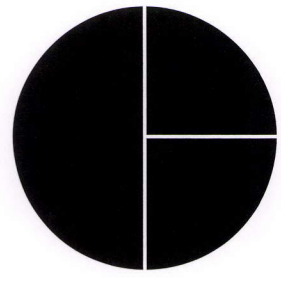
**Techno-Einkaufs Gesellschaft**
Electronics
1968 · Paul Klahn · DE



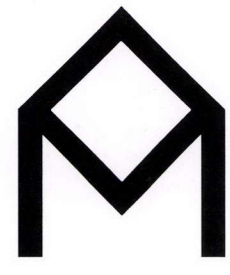
**Deutsche Bank**
(proposed design)
1972 · Heinz Schwabe · DE



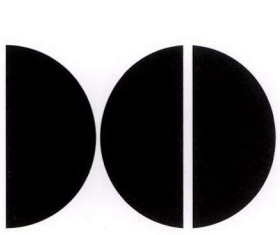
**Club You May**
Nightclub
1969 · Tomoichi Nishiwaki,
Akisato Ueda · JP



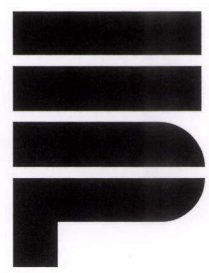
**Chicago Graphics**
Printing
1970s · James Lienhart · US



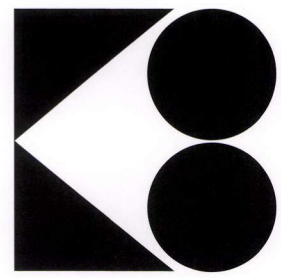
**Mächler Metallbau, Cham**
Metalworks
1957 · Robert Geisser · CH



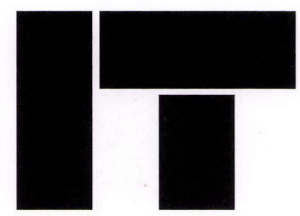
**Delfim**
Fishing
1969 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



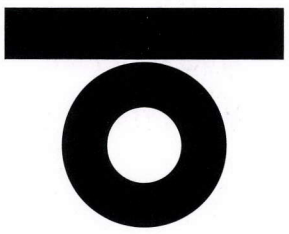
**L'Electro Porcelaine**
Electronics
1971 · Gérard Guerre/Technés · FR



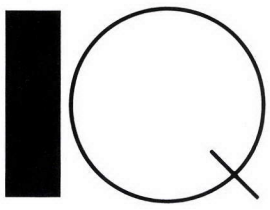
**Kippis**
Restaurant furniture
1969 · Osmo Omenamäki · FI



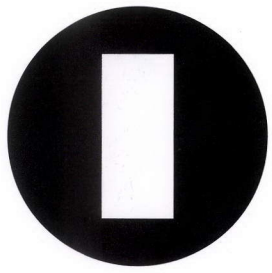
**Industrial Trainers**
1965 · John Gibbs, T. J. Attwood/
Unit Five Design · UK



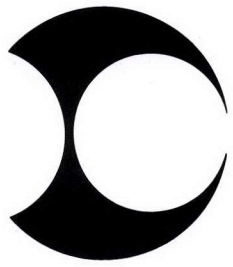
**Schweizerische Bundesbahn, Bern**
Federal railway
1970 · Kurt Wirth · CH



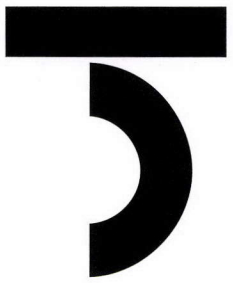
**Intomart Qualitatief**
Publishing
1980 · Daphne Duijvelshoff · NL



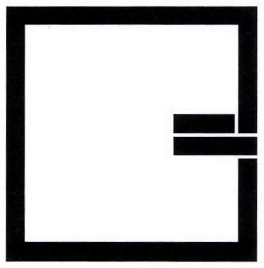
**Order-Mation**
Electronic automation
1963 · David J. Goodman/
Porter & Goodman Design · US



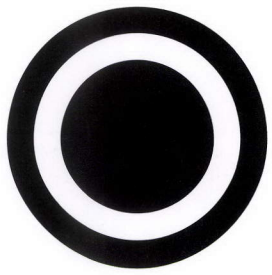
**Crystalex Nový Bor**
Glass
1983 · Vincenc Kutáč,
Stanislav Kovár · CZ



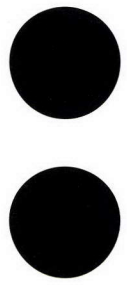
**Institut d'Esthétique Industrielle, Brussels**
Industrial design institute
1960 · Michel Olyff · BE



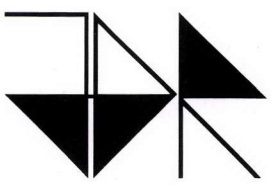
**Eindhoven School for Graphic Techniques**
1966 · Bear Cornet · NL



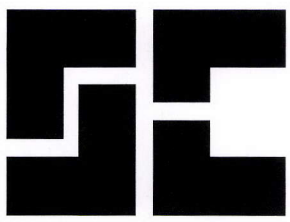
**The Nissei Theater**
1966 · Gan Hosoya · JP



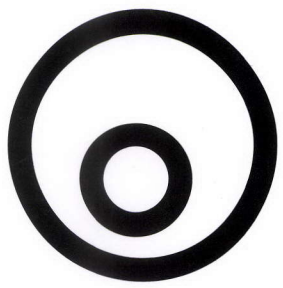
**Dois Pontos**
1970 · PVDI · BR



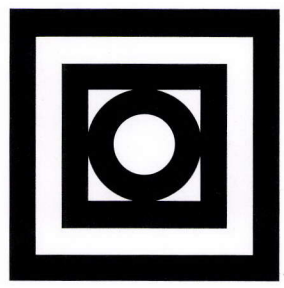
**J. B. Rasmussen & Co.**
Furniture
1969 · Michele Spera · IT



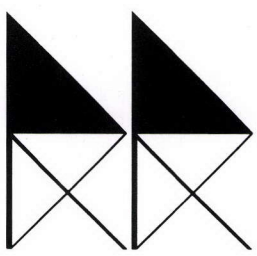
**Selection Consultants**
Management consultancy
1965 · John Gibbs,
T. J. Attwood/Unit Five Design · UK



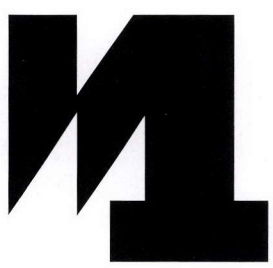
**Oral Editora**
Publishing
1968 · Pinto Ziraldo · BR



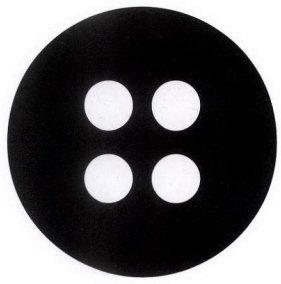
**Polygraph-Export**
International trade
1965 · Dieter Lehmann · DE-GDR



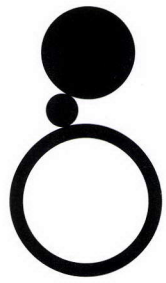
**Rassegna Repubblicana**
Magazine
1970 · Michele Spera · IT



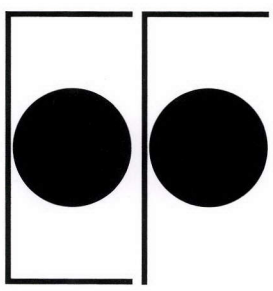
**Wolfgang Mirbach**
Photographer
1982 · Herbert Wenn · DE



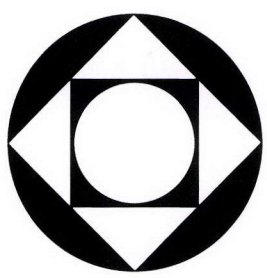
**Muestra**
Market research
1961 · Rómulo Macció · AR



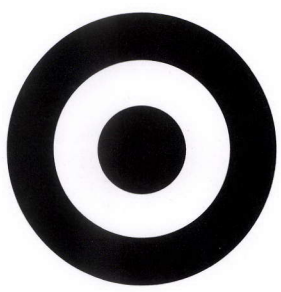
**Graphis Press**
Printing
1968 · John Tomkins · UK



**L'Electricfil**
Electronics
1969 · Gérard Guerre,
Sylvaine Collignon/Technés · FR

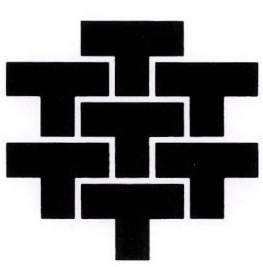


**Summa Corporation**
Business investment management
1971 · Mario Zamparelli,
Jean-Claude Müller · US

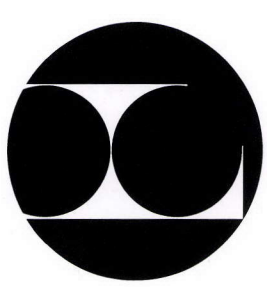


**Target**
Supermarket chain
1970 · Unimark International · US

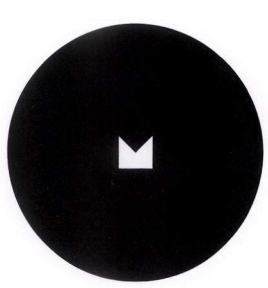
**Meibundo**
Bookstore
1973 · Yasaburo Kuwayama · JP



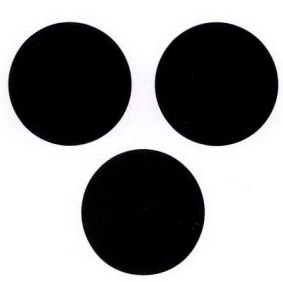
**Tarmac**
Engineering
1969 · Ronald Armstrong/
Design Research Unit · UK



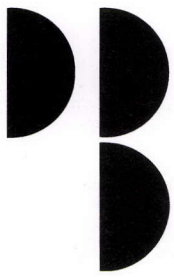
**Lemke Graphische Kunstanstalt, Berlin**
Printing
1960 · Hans Adolf Albitz · DE



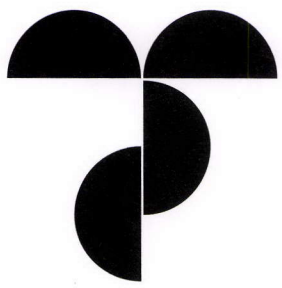
**Meritalia**
Furniture
1967 · Paolo Bon · IT



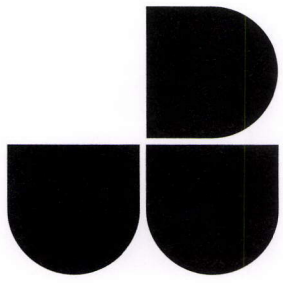
**Silberkugel**
Restaurant
1960s · Ruedi Külling/
Delpire-Advico · CH



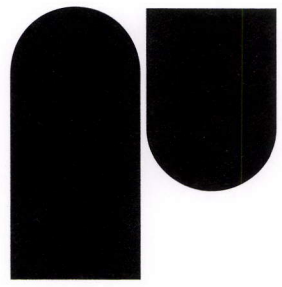
**P. Bork**
Design
1960s · Anonymous · DK



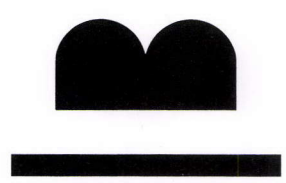
**Mario Dias Costa**
1950s · Marcel Wyss · CH



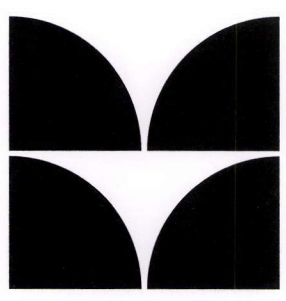
**Design Workshops, London**
Construction company
1966 · Philip Sharland/
Negus & Negus · UK



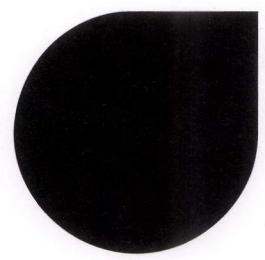
**Pagliano Arredamenti**
Furniture
1970 · Giovanni Brunazzi · IT



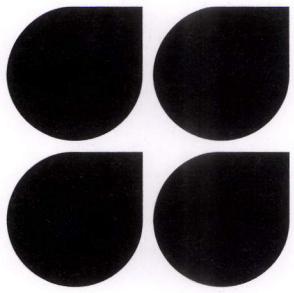
**Hutmacher Breiter**
Millinery
1970 · Oanh Pham Phu · DE



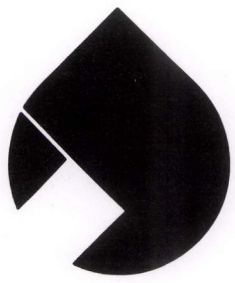
**Coronado Pálace Hotel, São Paulo**
1968 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



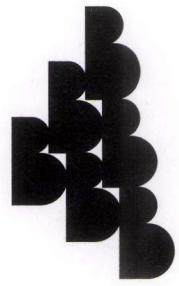
**Pam**
Fuel oil
1966 · Benno Wissing,
George Koizumi/Total Design · NL



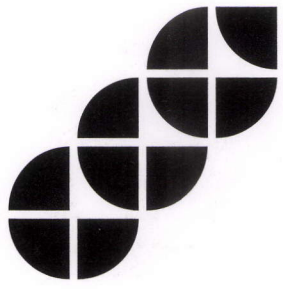
**Pam**
Fuel oil
1966 · Benno Wissing,
George Koizumi/Total Design · NL



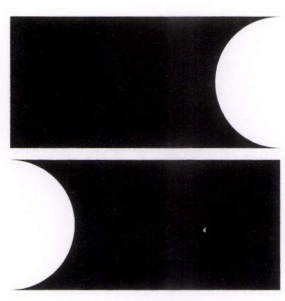
**Eiran Lämpö**
Plumbing
1969 · Jukka Veistola/Sok · FI



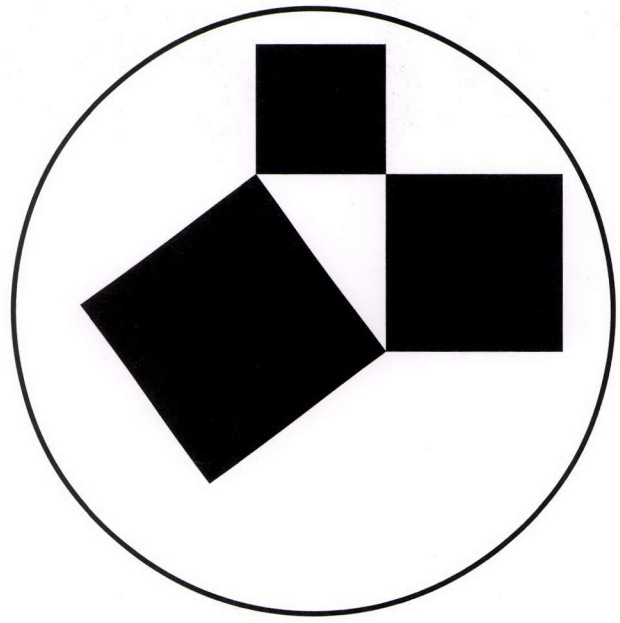
**Gruppo Bodino**
Architecture
1979 · Giovanni Brunazzi · IT



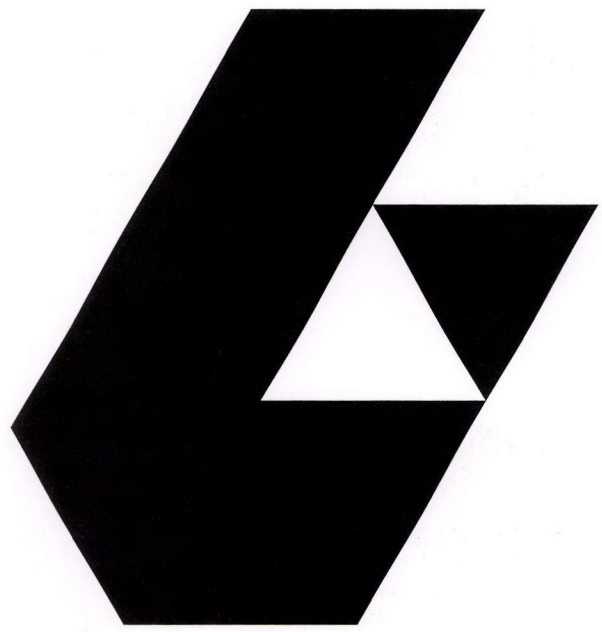
**Creative Capital Corporation**
Real estate
1970 · Robert Hagenhofer · US



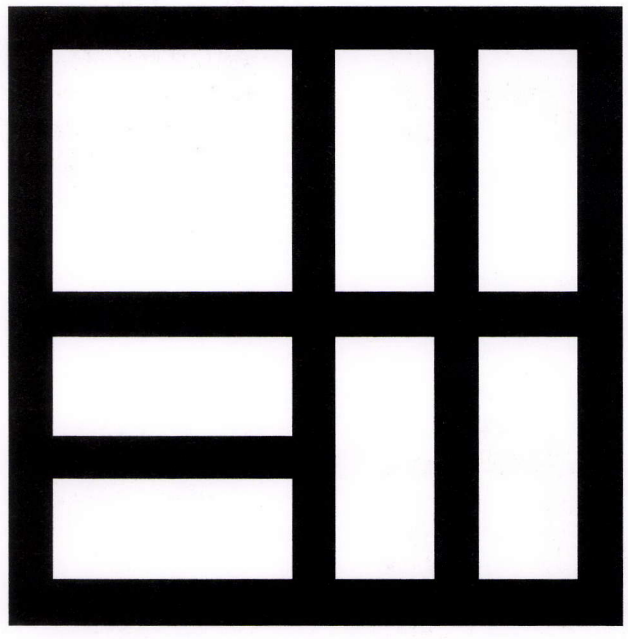
**Shin Nihon Jitsugyo**
Chemicals
1970 · Kazuo Tanaka · JP



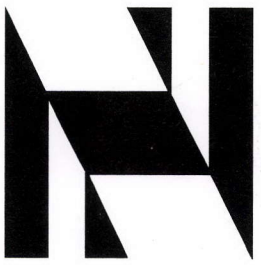
**Deutsche Feinmechanik und Optik**
Trade organization for optical products
1982 · Rolf Müller · DE



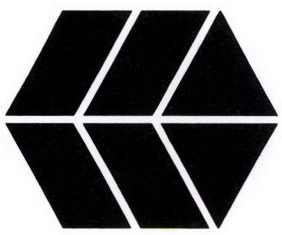
**Trefil**
Heavy industry
1972 · João Carlos Cauduro, Ludovico Antonio Martino · BR



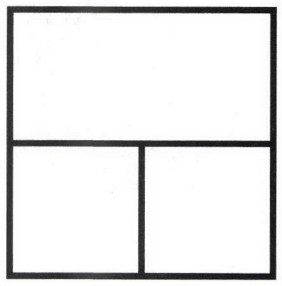
**Light Metal Founders Association**
1968 · Roger O. Denning · UK



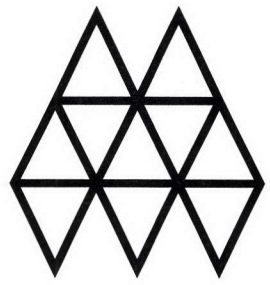
**Natursteinwerke, Zöblitz**
Natural stone supplier
1965 · Sigrid Hopf · DE-GDR



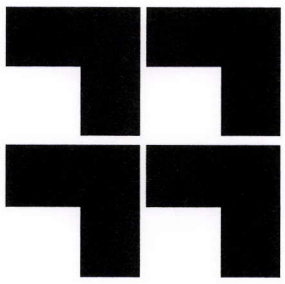
**Westransco Freight**
International shipping
1967 · James Cross · US



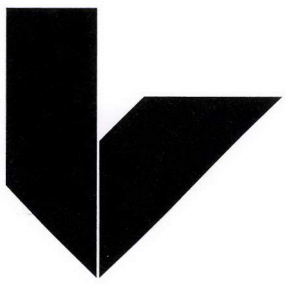
**Taniguchi, Takamiya & Associates**
Architecture
1980 · Takenobu Igarashi,
Akinori Nagao · JP



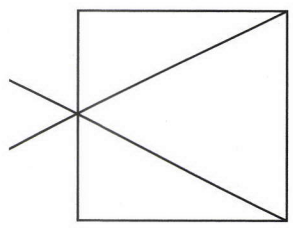
**Associated Colleges of the Midwest**
1968 · Charles MacMurray/
Latham Tyler Jensen · US



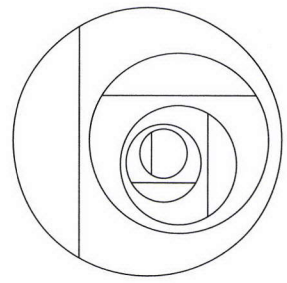
**E. M. Középületé Vállalat**
State building authority
1969 · Ilona H. Müller · HU



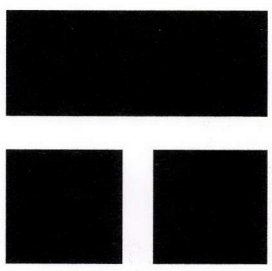
**Linnepe**
Publishing
1972 · Anonymous · DE



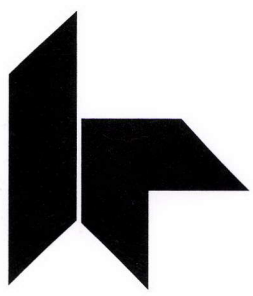
**Ekkehard Kuschner**
Photographer
1967 · Ulrich Maass · DE



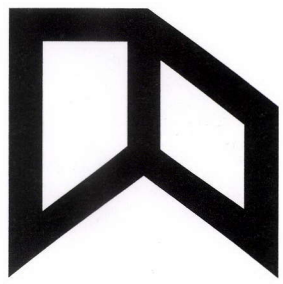
**Universitets Etnografiske**
Ethnographic museum
1968 · Paul Brand · NO



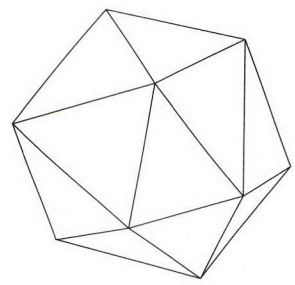
**Telle**
Furniture
1964 · Hans R. Woodtli · CH



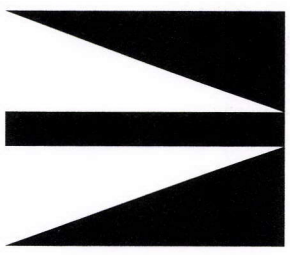
**Kenroc**
Building materials
1970 · Pete Dodd/
Creative Resources · CA



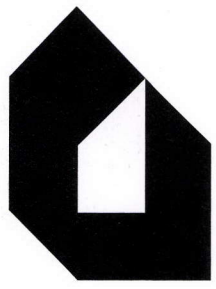
**Tecnika**
Real estate
1979 · Carlo Malerba · IT



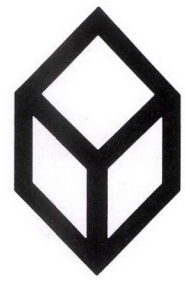
**Robert Zeidman Associates**
Industrial design
1960s · George Tscherny · US



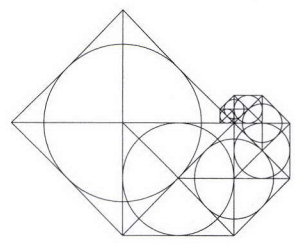
**The British National Export Council**
1962 · Negus & Negus · UK



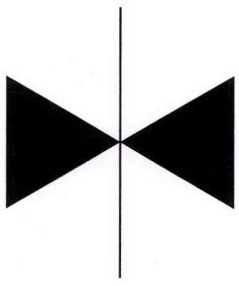
**McIntosh's Sports Cottage**
Sporting goods
1970s · Kate Keating Associates · US



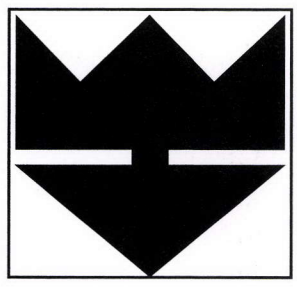
**Swisspack**
Trade fair for packaging solutions
1970 · Donald Brun · CH



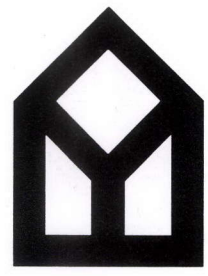
**Hans Winterhager**
Engineering
1960s · Klaus Winterhager · DE



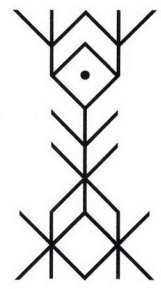
**Hugo Boss Kosmetik**
Cosmetics
1973 · Heinz Schwabe · DE



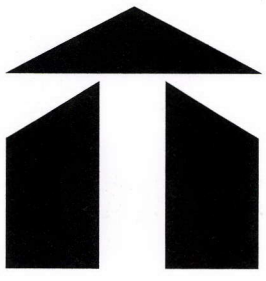
**Terra-Bio-Chemie**
Chemicals
1967 · Paul Klahn · DE



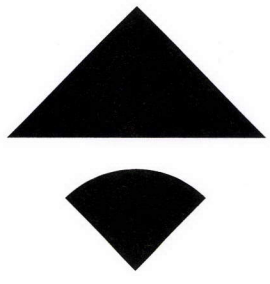
**Ytong**
Building materials
1963 · Josef P. Grabner · CH



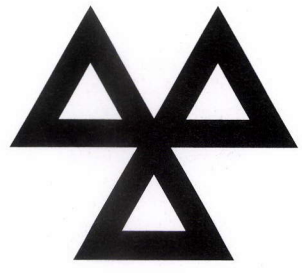
**Shinichi Kusamori**
Publishing
1969 · Makoto Wada · JP



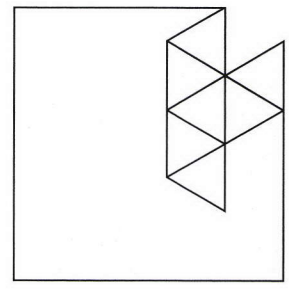
**Colección Teatro**
Publishing
1962 · Rómulo Macció · AR



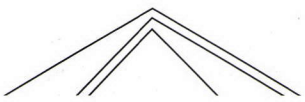
**Viscosuisse**
Textiles
1965 · Hans Hurter · CH



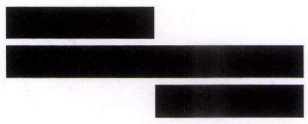
**British Ministry of Transport Test Station**
Vehicle certification
1959 · Kinneir, Calvert & Associates · UK



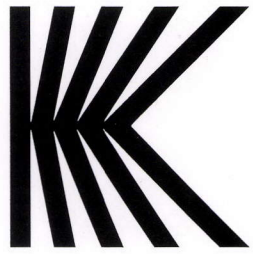
**The Design Partnership**
Design group
1968 · Henry Robertz · US



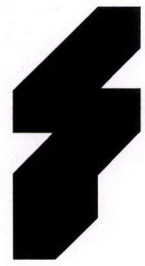
**Gesellschaft Gronauer Wald**
Real estate
1969 · Wolfgang Heuwinkel · DE



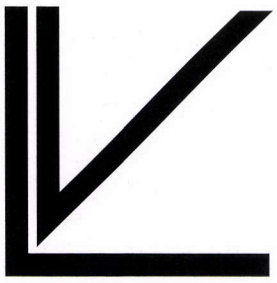
**Alfred Schwendtner**
Architecture
1968 · Franz Kuchenbauer · DE



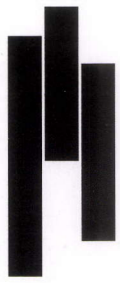
**Kanbe**
Textiles
1973 · Akisato Ueda · JP



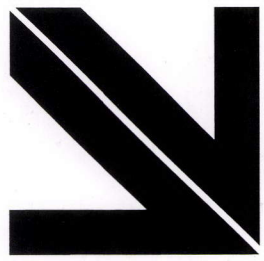
**Finaldi**
Electronics and telecommunications
1975 · A. G. Fronzoni · IT



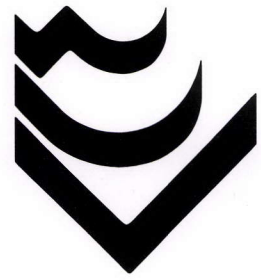
**Leske Verlag**
Publishing
1960s · Hanswerner Klein · DE



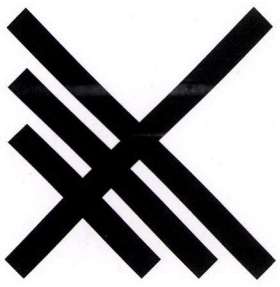
**Ingenieursbureau Croot**
Engineering
1962 · Ralph Prins · NL



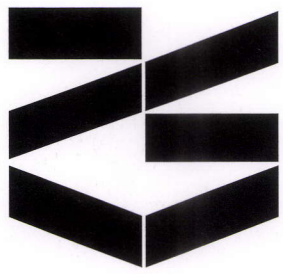
**Urs Walther**
Electronics
1961 · Hans Knöpfli · CH



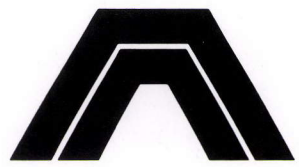
**Pacific Data Images**
Computer animation
1983 · Kip Reynolds · US



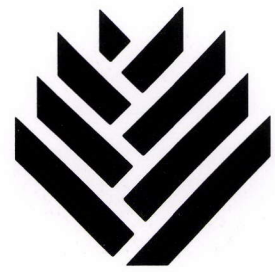
**Arteper**
Art center
1972 · A. G. Fronzoni · IT



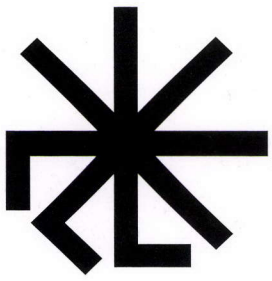
**Československý Spisovatel**
Publishing
1960s · Ludvík Feller · CZ



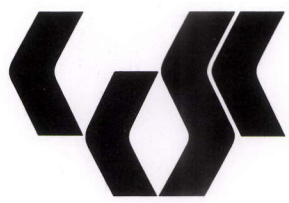
**Annual of Architects**
1971 · Dicken Castro · CO



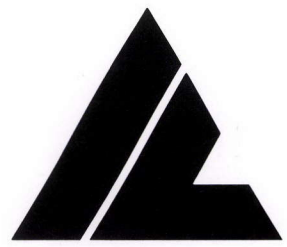
**Tequila Mexicano**
Alcoholic drinks
1982 · Félix Beltrán,
Teresa Echartea · CU/MX



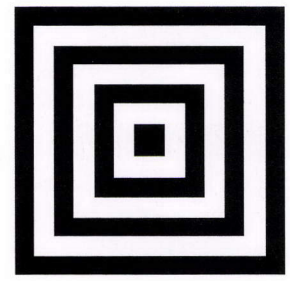
**Photolithographic School**
1960s · Gerd Leufert · VE



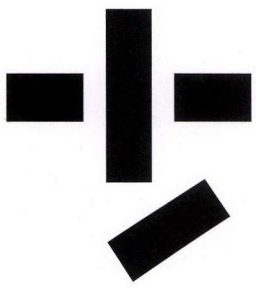
**East Kilbride Development Corporation**
Urban planning
1965 · James Smith · UK



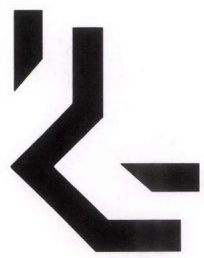
**Idle Lease**
Leasing services
1979 · Masami Taki · JP



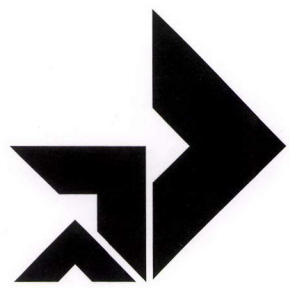
**Macmillan of Canada**
Publishing
1967 · Leslie Smart · CA



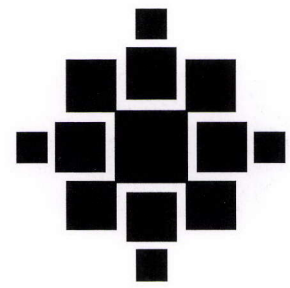
**Schweizer Theater-Verband**
Theater union
1988 · Niklaus Troxler · CH



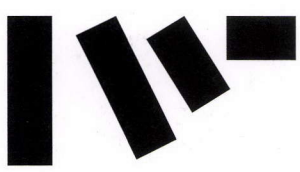
**Informatica**
Business consulting
1975 · R. Nava, D. Soffientini,
G. Romani, A. Ubertazzi · IT



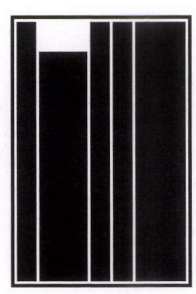
**Soft Energy Systems**
1978 · Carlo Malerba · IT



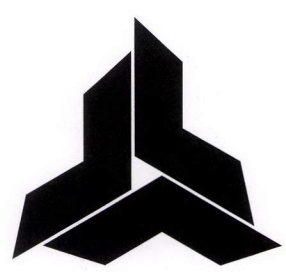
**Diatech**
1989 · Gil L. Strunck · BR



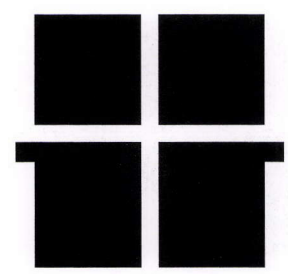
**Filmalpha**
Film production
1987 · A. G. Fronzoni · IT



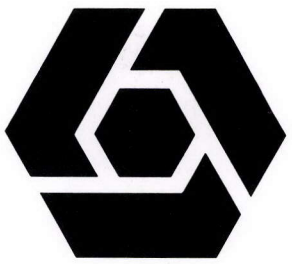
**Fehr'scher Taschenbuchladen, St. Gallen**
Bookstore
1960s · Jost Hochuli · CH



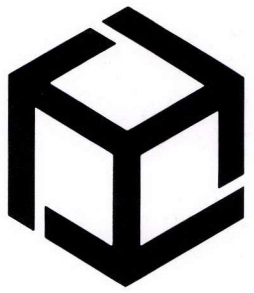
**Siofor**
Pharmaceuticals
1977 · Maurizio Milani · IT



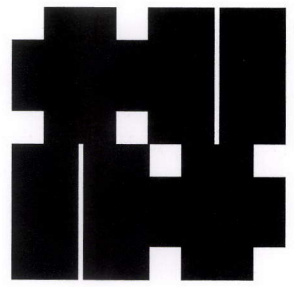
**Kobe Shinbun Shuppan**
Publishing
1975 · Yoshitake Komoriya · JP



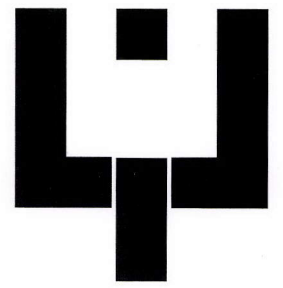
**Tscharnergut Immobilien**
Real estate
1960 · Peter Kräuchi · CH



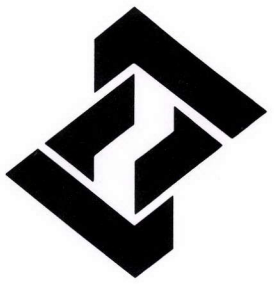
**Fisons Overseas**
Fertilizer
1964 · John Harrison · UK



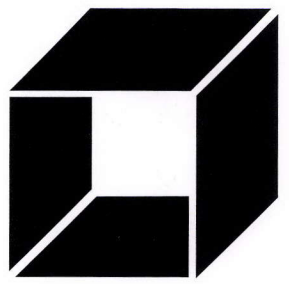
**Ajuntament de Barcelona**
City council
1963 · Ribas & Creus · ES



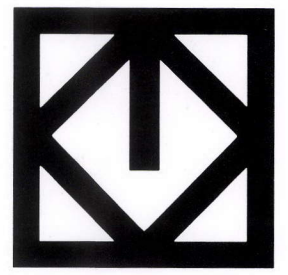
**Landwirtschaftlicher Informationsdienst**
Agriculture
1963 · Hans Knöpfli · CH



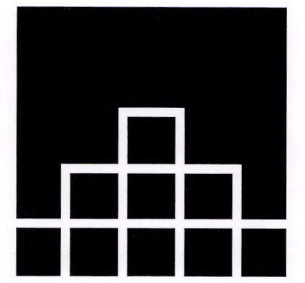
**Congreso Interamericano de Vivienda**
Housing congress
1968 · Gerd Leufert · VE



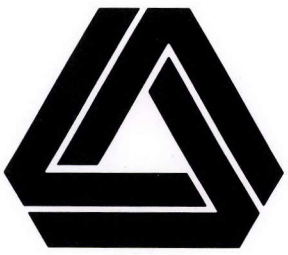
**Akustik-Ground Tongeräte**
Sound equipment
1980 · Klaus Richter · DE



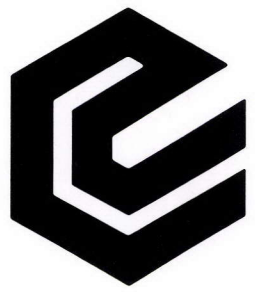
**T & M**
Plastics
1981 · Yonefusa Yamada, Yuko Ishida · JP



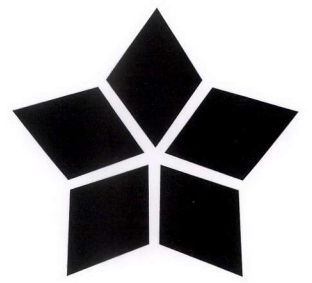
**Kulturhistorisches Museum**
1965 · Hans Schlapmann · DE-GDR



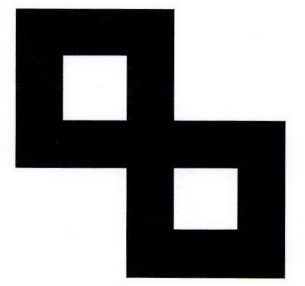
**Kirchentreffen**
Church assembly
1983 · Herbert Wenn · DE



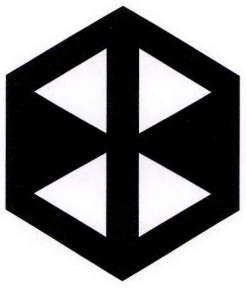
**Chemical Industry**
1983 · László Lendvai, Sára Ernő · HU



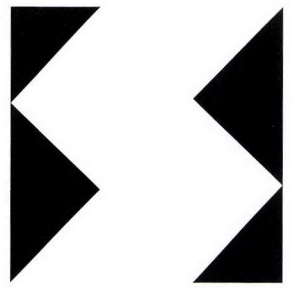
**Companhia de Cigarros Souza Cruz**
Cigars
1970 · Aloísio Magalhães/PVDI · BR



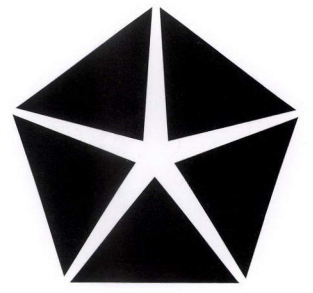
**Alco Bauzubehörgesellschaft**
Construction materials
1962 · Klaus Grözinger · DE



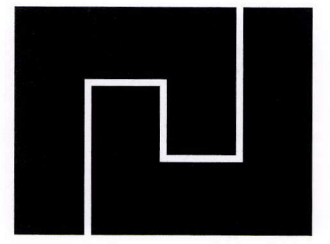
**Schmolz & Bickenbach**
Steel
1957 · Wolf D. Zimmermann · DE



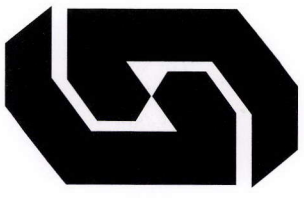
**S. J. Surnamer**
Printing
1970 · Robert Hagenhofer · US



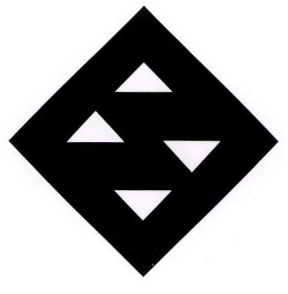
**Chrysler**
Automobiles
1962 · Lippincott & Margulies · US



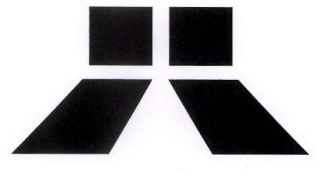
**Peter Raacke**
Industrial design
1961 · Robert Sessler · CH/DE



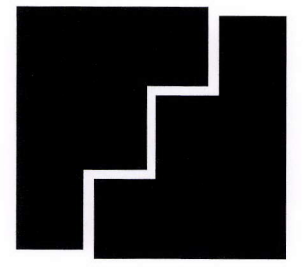
**Cincinnati Science Center**
Museum
1970 · Stan Brod · US



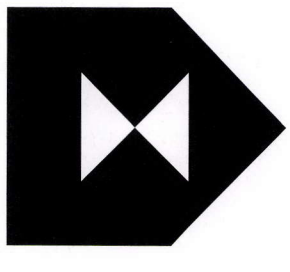
**Arsonsisi**
Paints
1948 · Walter Ballmer · IT



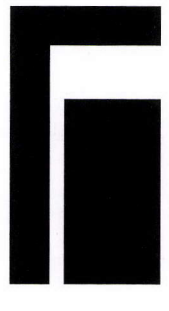
**Itaipú Hidrelétrica Binacional**
Energy supplier
1974 · PVDI · BR



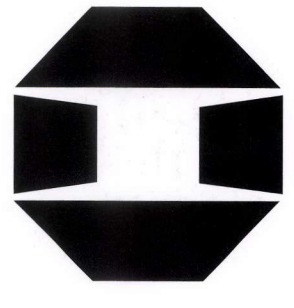
**Financiera Faciema**
Bank
1975 · Guillermo Gonzáles Ruiz · AR



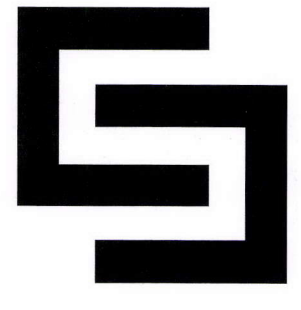
**London Rubber Industries**
Rubber products
1963 · David Harris · UK



**Kies- & Betonwerk Gerwisch**
Cement
1965 · Horst Jacob · DE-GDR



**Icomi Minérios**
Mining
1962 · PVDI · BR



**Stafford-Corley Realtors**
Real estate
1970 · Bob Swisher · US

# Cercle

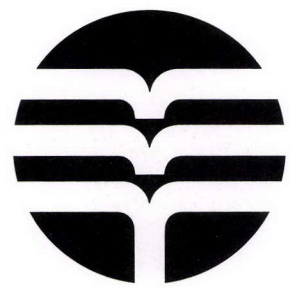
**Svenska Stalpressnings**
Pressed steel
1960s · Bertil Andersson-Bertilson · SE

**R. S. Stokvis & Zonen**
Radio equipment
1960 · A. G. Schillemans · NL

**Nissan Koku Service**
Travel agency
1981 · Tadasu Fukano · JP

**Water Systems Council**
Well water
1967 · David L. Burke · US

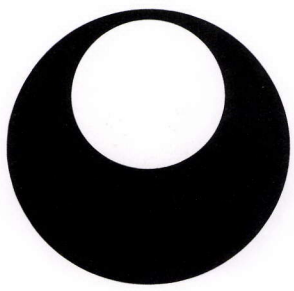
**Buchreihe über Sozialarbeit**
Publishing
1980 · Anonymous · DE



**Tachibanayaki Seitosho**
Ceramics
1981 · Kazuharu Fuji · JP

**Graphicart**
Printing machinery
1960s · Walter Bonani · IT

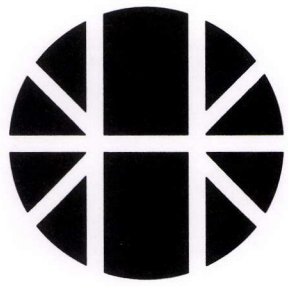
**Lawron Industries**
Plastics
1969 · Carl Brett/
Hiller Rinaldo Associates · CA



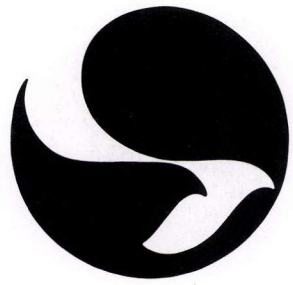
**The Nihon Keizai Shimbun**
Economics journal
1966 · Hiromu Hara/
Nippon Design Center · JP

# Kreis

**Officine Metallurgiche Cornaglia**
Metallurgical products
1968 · Egidio Bonfante, Mavi Ferrando · IT



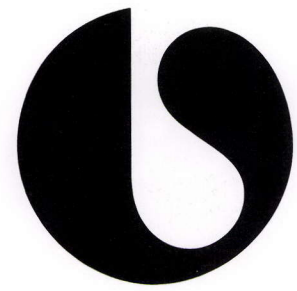
**Cincinnati Health Careers**
Medical employment
1974 · Stan Brod, Monica Brown · US



**The Windrifter**
Motel and restaurant
1973 · Richard J. Morgado · US

**Arbeitsgemeinschaft der Regionalpresse**
Press association
1967 · Erich Hänzi · CH

**Urban Research Conference, Tokyo**
Urban development
1970 · David L. Burke · US

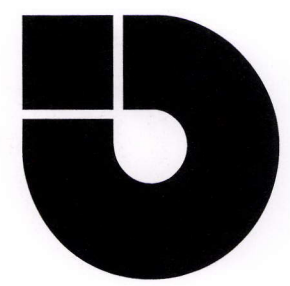


**Pharmacia AS**
Pharmaceuticals
1966 · Armin Hofmann · CH

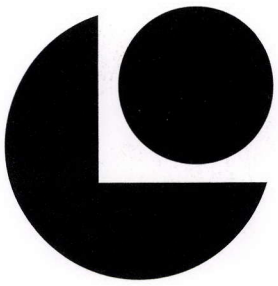
# Circle

**Willi Pfanner**
Printing
1968 · Christian Lippauer · CH

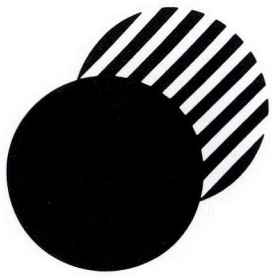
**Rupel Boom**
Glass
1964 · Rob Buytaert · BE



**id Druck**
Printing (proposed design)
1960 · Herbert W. Kapitzki · DE

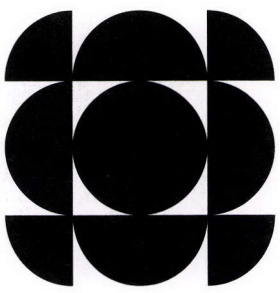


**Marushoku**
Supermarket chain
1980 · Akira Hirata, Junko Naito · JP

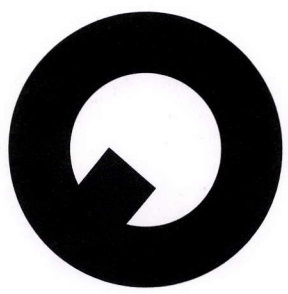


**Sunpark Onoda**
Shopping center
1983 · Akira Hirata, Koji Mori · JP

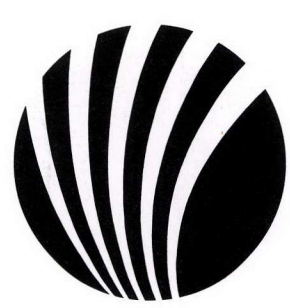
**Nihon Kachiku Jinko Juseishi Kyokai**
Cattle insemination
1983 · Yasuhisa Iguchi · JP



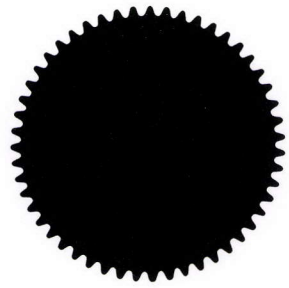
**Dayton Hudson Corporation**
Retail
1970s · Vance Jonson · US



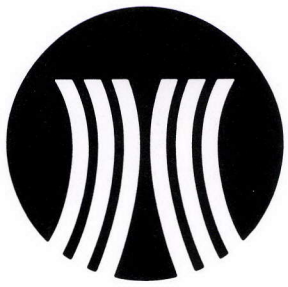
**S. F. Mokes & Co.**
Engineering
1967 · Chandrashekhar Kamat/
Design Research Unit · UK



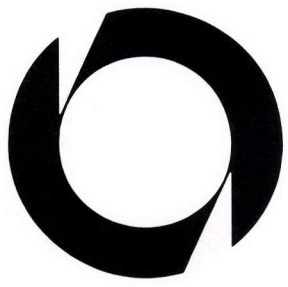
**Jiyukokumin-sha**
Publishing
1974 · Yasaburo Kuwayama · JP



**Disco-Partes**
Automobile parts
1968 · John Lange · VE

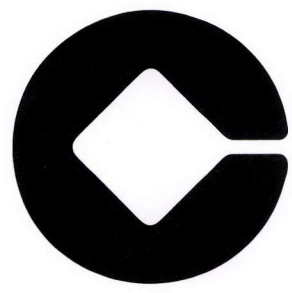


**Meneba**
Grain mill
1970 · John Lloyd/
Allied International Designers · UK

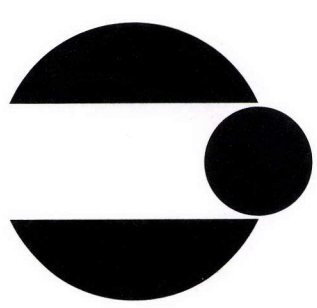


**United Shoe Machinery Corporation**
Footwear machinery
1960s · Lippincott & Margulies · US

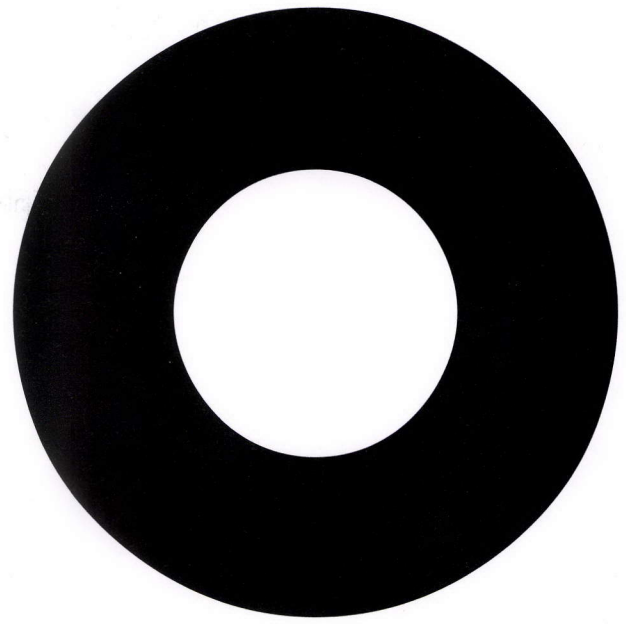
**Futuro Fibreglass Homes**
Housing design
1971 · Michel Lincourt · CA



**Credit Bank**
1960s · Gérard Miedinger · CH



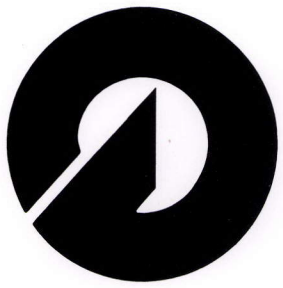
**TransCanada Pipelines**
Energy supplier
1969 · E. J. Morrison/
Stewart & Morrison · CA



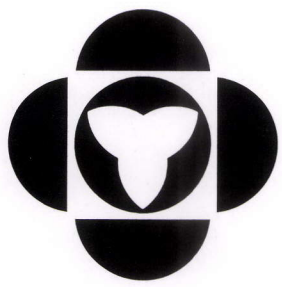
**Blue Circle Group**
Cement and paints
1966 · Henrion Design Associates · UK

**Girsberger**
Furniture
1955 · Carl B. Graf · CH

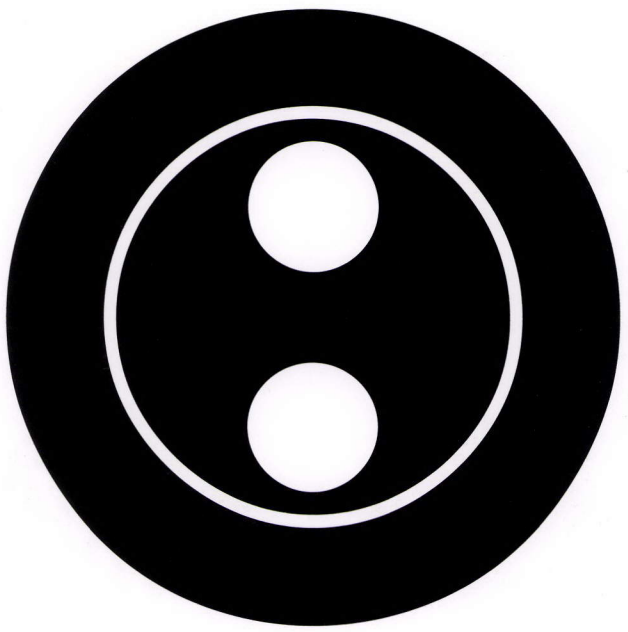
**CBS Television**
Broadcasting
1951 · William Golden · US



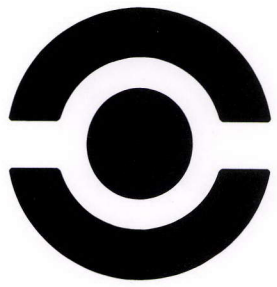
**Kulturelles Zentrum der Sonja Henie-Niels Onstad Foundation**
Cultural center
1968 · Odermatt+Tissi · CH



**Government of Toronto**
1970 · Peter G. Ulmer/
Stewart & Morrison · CA

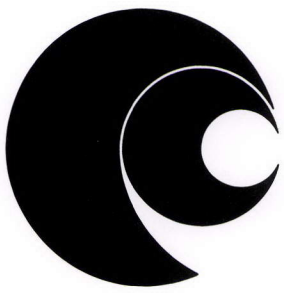


**Milgrom**
Textiles
1970 · Rolf Strub/Mafia · FR

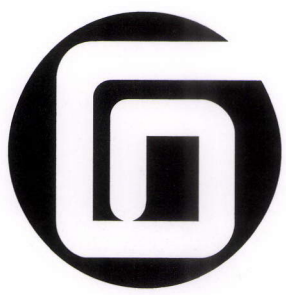


**Kantonspolizei Zürich**
Police
1960s · Walter Sonderer · CH

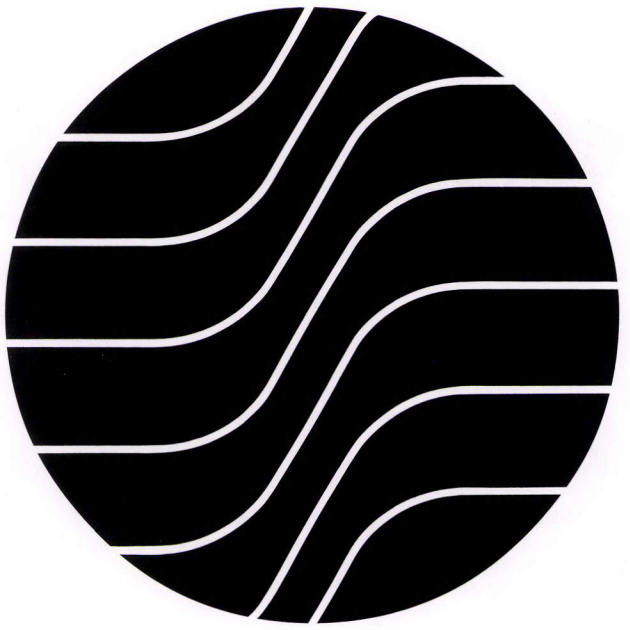
**Enertec**
Solar energy
1979 · Jorge Sposari · AR



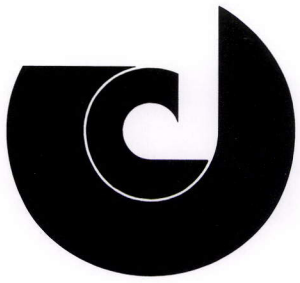
**Pecivo**
Foods
1982 · Judita Skalar · YU



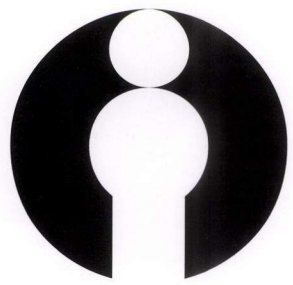
**Ishimaru**
1971 · Ikko Tanaka · JP



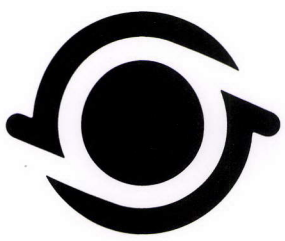
**Meer-Terrasse**
Real estate
1976 · Bruno K. Wiese · DE



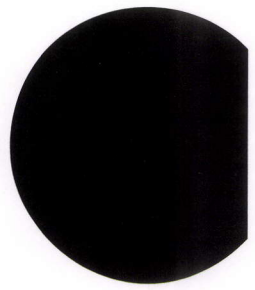
**G.J. Møbler**
Furniture
1965 · Claus Rostrup · DK



**Schule für Kinder Stiftung**
Charity
1985 · Niklaus Troxler · CH

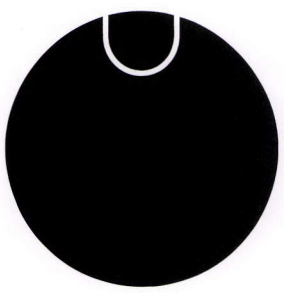


**California Industrial Vision Service**
Image processing
1980 · Koji Takei/
Thomas Ohmer · JP/US

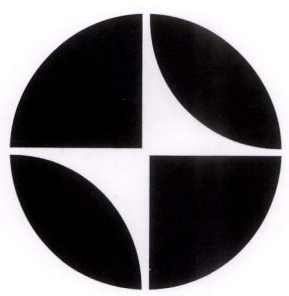


**Chamebel**
Aluminum windows
1967 · Luc Van Malderen,
Servaas Goddijn · BE

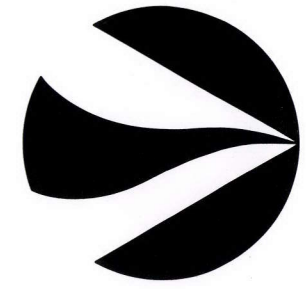
**Jung-Kang Spice**
Spices
1960s · T.S. Jisang · CN



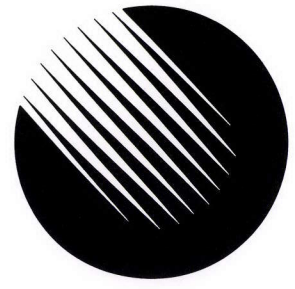
**Polar Universiade '70**
Sports contest
1968 · Jukka Veistola, Tapio
Korpisaari, Antti Laiho/Sok · FI



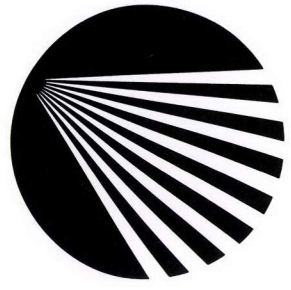
**International Union of Geodesy and Geophysics**
1968 · Hansruedi Widmer/Devico AG · CH



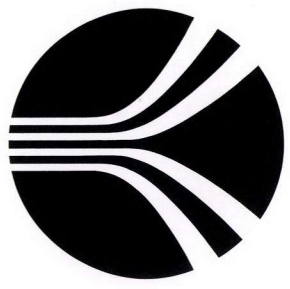
**Asahikawa Shinyo**
Bank
1975 · Kazumasa Nagai · JP



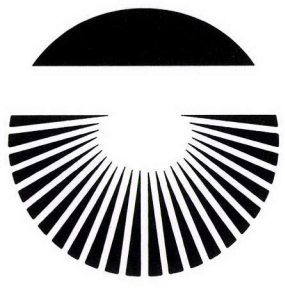
**Minami-nihon**
Broadcasting
1983 · Kazumasa Nagai · JP



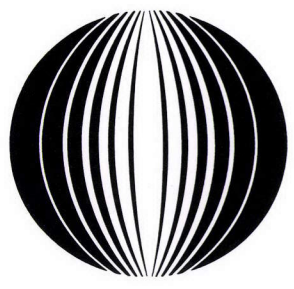
**Japan Amateur Sports Association**
1974 · Kazumasa Nagai · JP



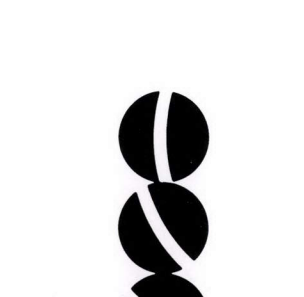
**Yamane Works**
Plumbing
1973 · Kazumasa Nagai · JP



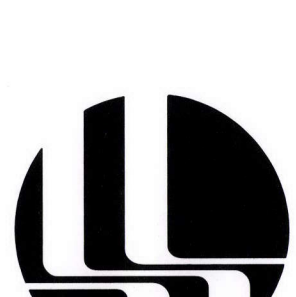
**Kawakichi**
Wallpapers
1973 · Kazumasa Nagai · JP



**Sanyo Shokai**
Photography
1980 · Tetsuya Ota · JP

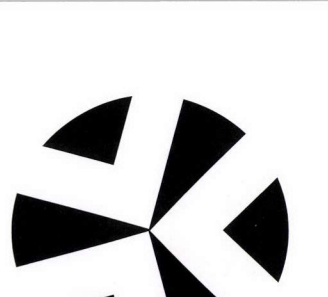


**Fujisankei Kokukusha**
Advertising
1978 · Ippo Miyamoto, Tadashi Ishikawa · JP

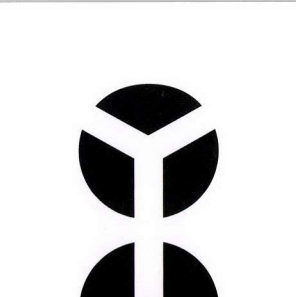


**Jardine Fleming & Co.**
Investment bank
1972 · Henry Steiner · US

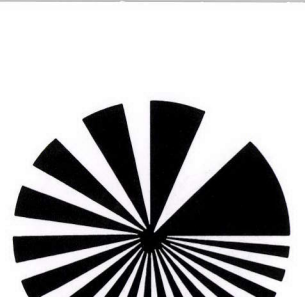
**Kurobe Shopping Center Merci**
1982 · Akitoshi Tsunozaki · JP



**Gebrüder Villinger**
Printing
1960s · René Villinger · CH

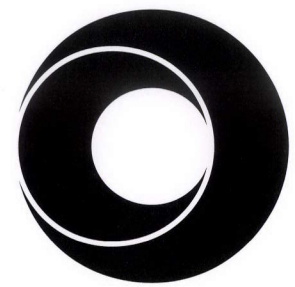


**Deutsche Aerospace**
German aerospace (proposed design)
1970s · Bruno K. Wiese · DE

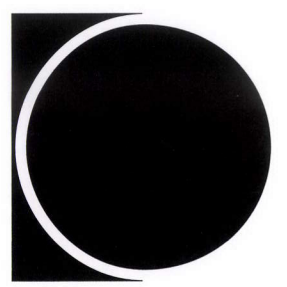


**Corso-Sport Áruház**
Sporting goods
1983 · István Szekeres · HU

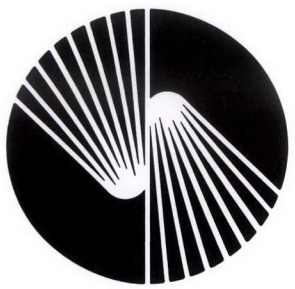
**The Table Takahashi**
Manufacturing
1960s · Nakajo Masayoshi · JP



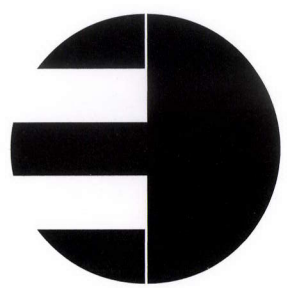
**Seiko Shoji**
1983 · Yasuhisa Iguchi · JP



**Le Point**
Publishing
1966 · Michel Waxman · BE



**Roland Heiler Versicherung**
Insurance
1967 · Kurt Weidemann · DE

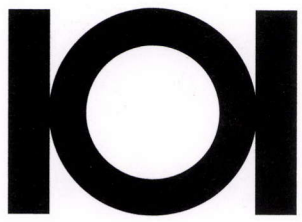


**Stress Free Plastics**
1969 · Ralph Whitworth/ William's Advertisement Offices · UK

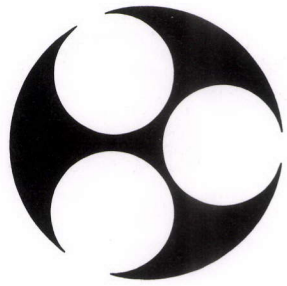
**The ideal trademark is one that is pushed to its utmost limits in terms of abstraction and ambiguity, yet is still readable. Trademarks are usually metaphors of one kind or another. And are, in a certain sense, thinking made visible.**
Saul Bass

**Idealerweise reizt ein Markenzeichen die Grenzen der Abstraktion und Mehrdeutigkeit aus, ohne seine Lesbarkeit einzubüßen. Gemeinhin sind Markenzeichen eine Art Metapher und in gewisser Hinsicht als Sichtbarmachung des Denkens zu verstehen.**
Saul Bass

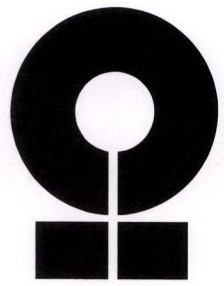
**Idéalement, une marque commerciale pousse l'abstraction et la polysémie à l'extrême sans rien perdre de sa lisibilité. Habituellement, les marques commerciales sont une sorte de métaphore et, d'un certain point de vue, elles doivent être comprises comme une représentation visuelle de la pensée.**
Saul Bass



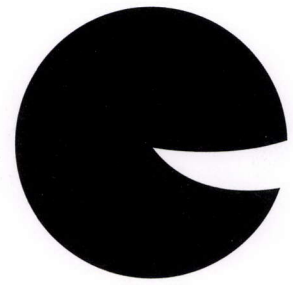
**Kurt Hochreutener**
Advertising
1960s · Kurt Hochreutener · CH



**Corporación Financiera del Tolima**
Finance
1971 · Dicken Castro · CO

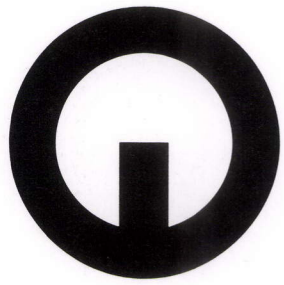


**Saffa**
Working women's congress
1960s · Soland-Schatzmann · CH

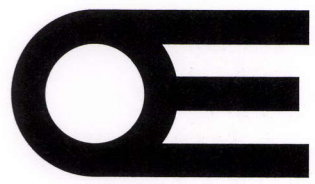


**Corn Nuts**
Foods
1963 · G. Dean Smith · US

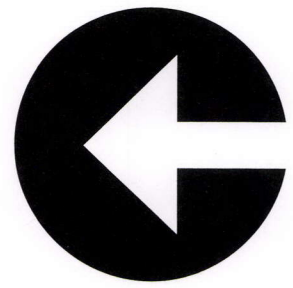
**The Citizens Bank of Kuwait**
1980 · Young Jae Cho · KR



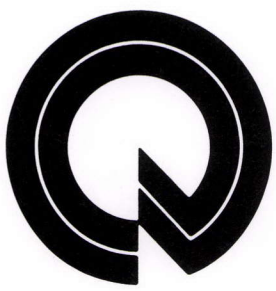
**Spare Tire**
Tire inflator
1962 · Jerry Berman · US



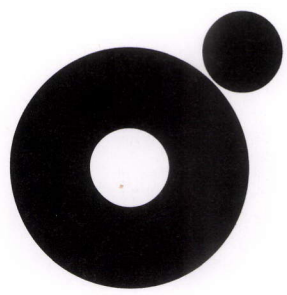
**W. Oertli**
Fuel oil
1950 · Hans Neuburg · CH



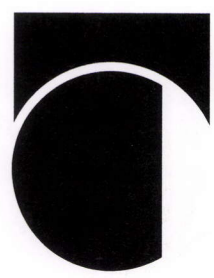
**Computer Terminal Corporation**
Computing
1960s · Raymond Loewy,
William Snaith · US



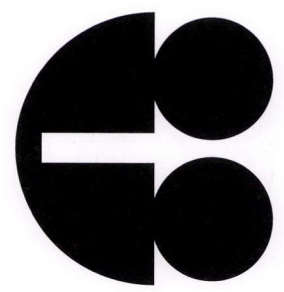
**Indústrias Romi**
Machinery
1972 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



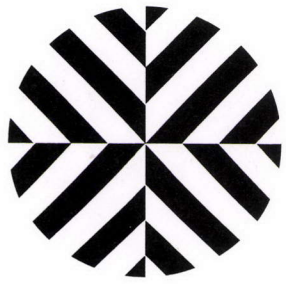
**OriolAvia Soviet Avstriskoe**
Aviation
1967 · Vladimir Chaika · RU



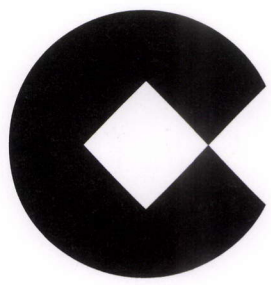
**Termocalor Radiator**
Heating
1975 · Paolo Gotti, Maurizio Osti · IT



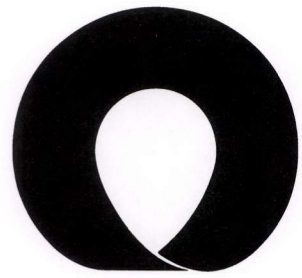
**General Sintering Corporation**
Metal products
1963 · James Lienhart/RVI Corp. · US



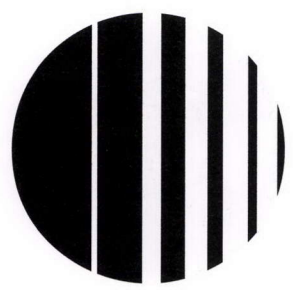
**Royal Micrographics**
Microphotography systems
1969 · Primo Angeli · US



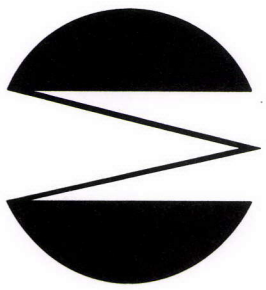
**Centrais Elétricas de São Paulo**
Energy supplier
1966 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



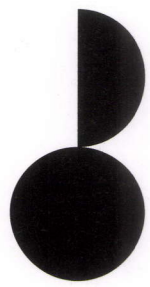
**Takane Keikaku**
Sports facility
1982 · Shigeo Fukuda · JP



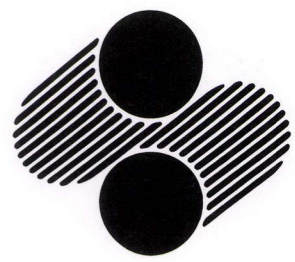
**Opticon**
Optics
1969 · Matthew Leibowitz · US



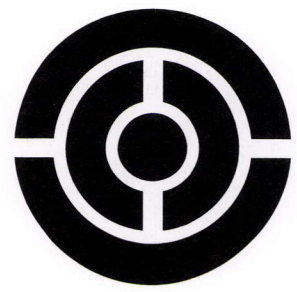
**Märwiler Most**
Fruit juices
1956 · Gottfried Honegger · CH



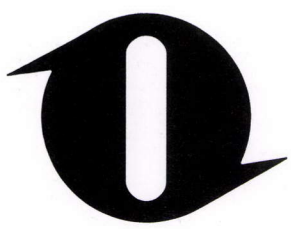
**Albert Ryf**
Haircare products
1963 · Edgar Küng · CH



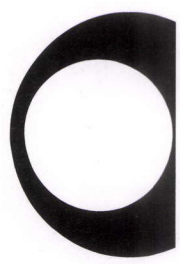
**Istituto Geografico de Agostini**
Printing
1979 · Giovanni Brunazzi · IT



**Chicago Circle Center**
Education
1964 · J. R. Weiss/
The Design Partnership · US

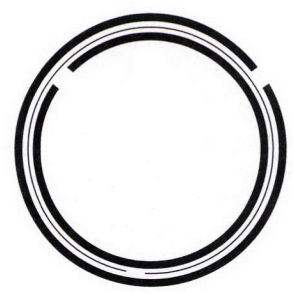


**Nippon Cultural Broadcasting Systems**
1958 · Kenji Ito · JP



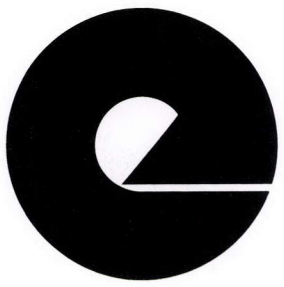
**Cordier**
Cosmetics
1957 · Michel Olyff · BE

**France Vision**
Film production
1971 · Jean Delaunay/Look · FR

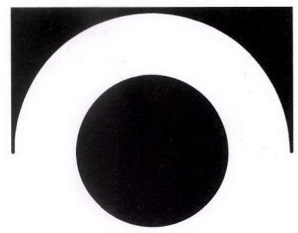


**Envair Corporation**
Environmental control systems
1969 · Hayward R. Blake/
The Design Partnership · US

**ABC7 Los Angeles**
Broadcasting
1970s · G. Dean Smith · US



**Ove Engström**
Design
1983 · Ove Engström,
Ingvar Johansson · SE

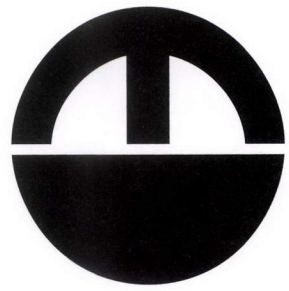


**Public Organization for Safety Tests on Motor Vehicles**
1960s · Lars Bramberg · SE

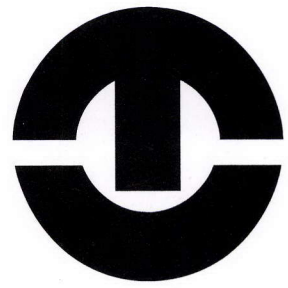
**Youth Employment Agency**
1982 · Damien Harrington · IE

**Ajinomoto**
Food, pharmaceuticals
1969 · Mitsuo Katsui · JP

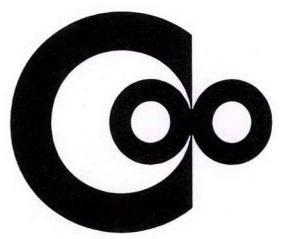
**Eurocitel**
Film production
1968 · André Chante/
Hollenstein Création · FR



**Echter Verlag**
Publishing
1979 · Ludwig Maria Beck · DE

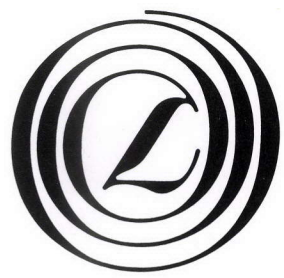


**Turnover Cradle**
Door hinges
1960s · Lee Mason/
Allen, Dorsey & Hatfield · AU



**Confezioni Coo**
Clothing
1960s · Iris & Bruno Pippa · IT

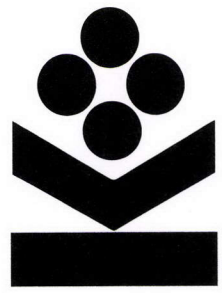
**Hagiwara**
Textiles
1980 · Masahiro Abe · JP



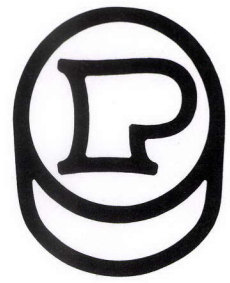
**Luminator**
Engineering
1967 · H. B. Smith · US

**Stoy, Hayward & Co.**
Management consultancy
1970 · Peter Wildbur/
BDMW Associates · UK

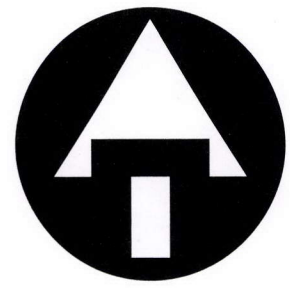
**Lykes Pasco**
Juice packaging
1960s · Charles MacMurray/
Latham Tyler Jensen · US



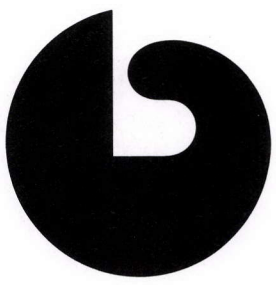
**Der Kinderbuchverlag**
Publishing
1971 · Sonja Wunderlich · DE-GDR



**VEB Plastpackungswerk**
Packaging
1965 · Dieter Herzschuh · DE-GDR

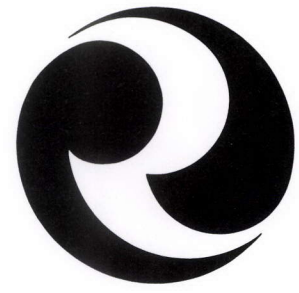


**Technical Association of the Pulp and Paper Industry**
1969 · Bradbury Thompson · US



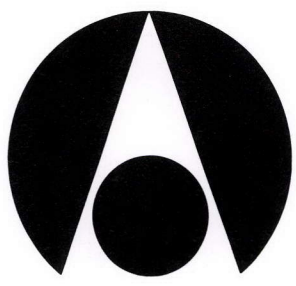
**Bos en Lommerschool**
School
1971 · Jan Jaring · NL

**Oehler & Co.**
Machinery
1959 · Paul Bühlmann · CH

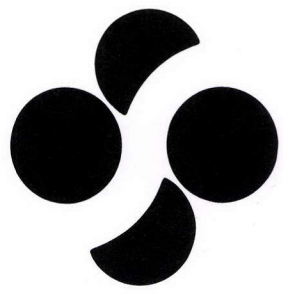


**Ropan Film**
Film production
1972 · Sudarshan Dheer · IN

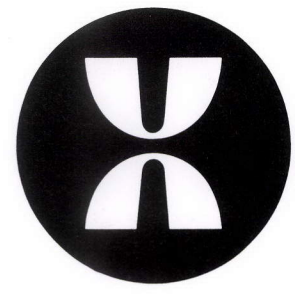
**Umebachi Kogyo**
Appliances
1976 · Michio Ogura · JP



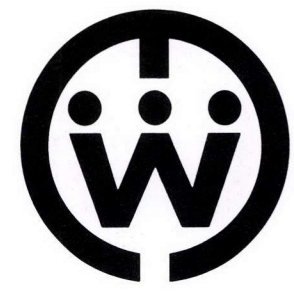
**Cinéma Arenberg**
Arthouse cinema
1968 · Gilles Fiszman · BE



**Sterilite Plastic**
Plastics
1970 · Joe Selame · US



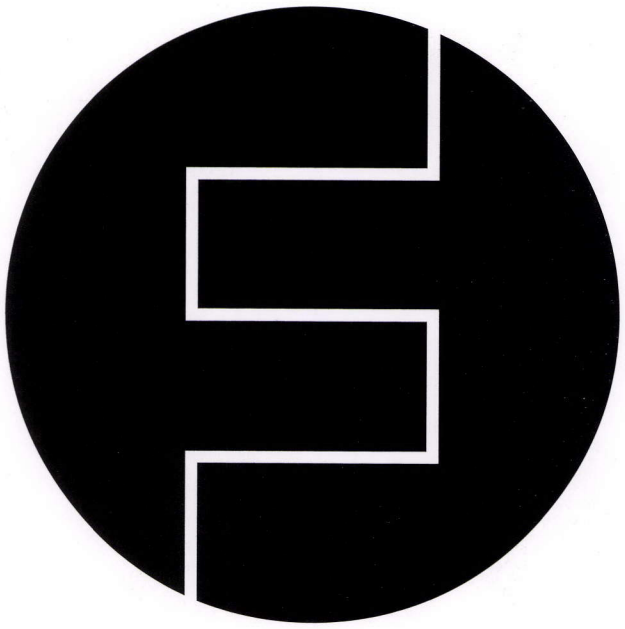
**Howard Miller Clock Co.**
Watches
1960s · Irving Harper/
George Nelson & Co. · US



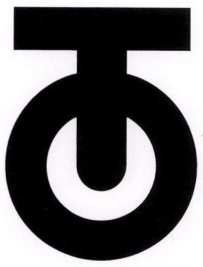
**Towa Shoko**
Building materials
1982 · Takeo Sugaya · JP

**Saffa Divisione Chimica**
Chemicals
1967 · Walter Del Frate · IT

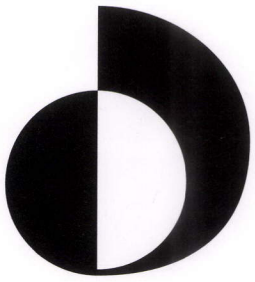
**Poonam International Hotels**
1973 · Sudarshan Dheer · IN



**Schweizerischer Werkbund, Bern**
Craft association
1962 · Marcel Wyss · CH

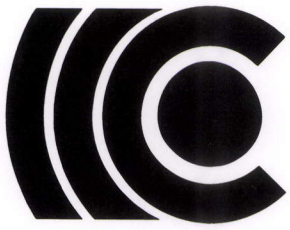


**Obrist & Co.**
Pipes
1955 · Paul Bühlmann · CH



**Siebdruck Dürst**
Printing
1950s · Otto Dürst · CH

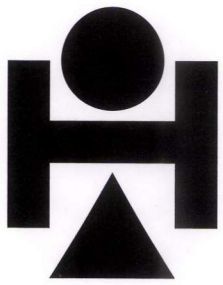
**The George Wicken Group**
Real estate
1968 · Collis Clements · UK



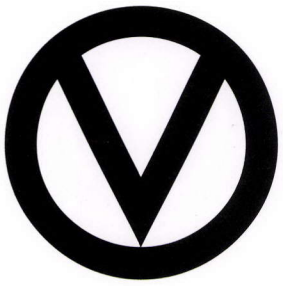
**Central National Bank**
1980 · Silvio Gayton · US

**Welti-Furrer**
Haulier
1970 · Hansruedi Scheller · CH

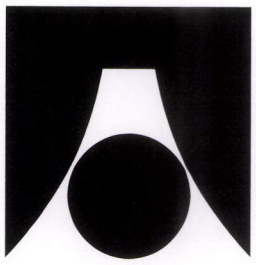
**Audiomat**
Language studies
1968 · Philippe Caza · FR



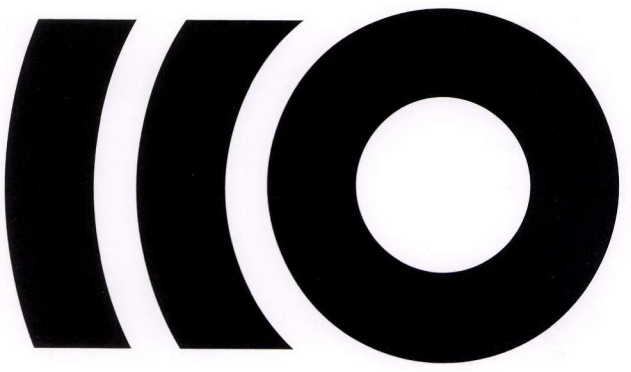
**Hakone Open-Air Museum**
1968 · Hiromu Hara/
Nippon Design Center · JP



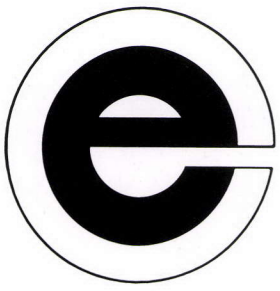
**Vozila Gorica**
Automobiles
1963 · Oskar Kogoj · YU



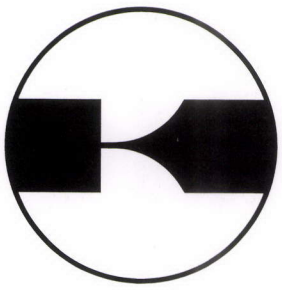
**Atami New Fujiya Hotel**
1963 · Yoshio Hayashi · JP



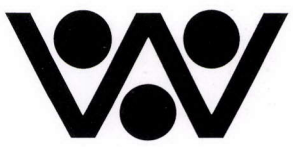
**Istha Industriele Ontwerpers**
Design
1967 · A. G. Schillemans · NL



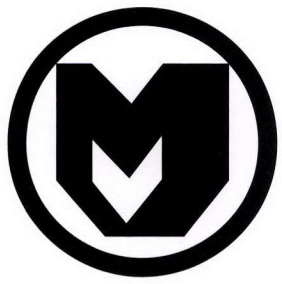
**Concord Enterprises**
1973 · Ronald Cutro · US



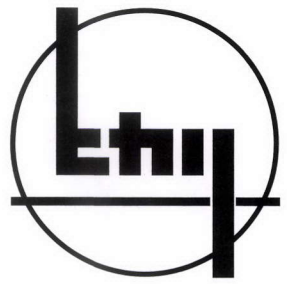
**Dental Laboratorium**
**J. Geuzebroek**
1970 · Jan Jaring · NL



**Wädenswil Bank**
1966 · Eugen & Max Lenz · CH

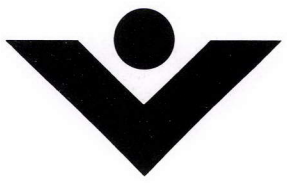


**Versandhaus Mauritius**
Mail-order
1969 · Herbert Post · DE

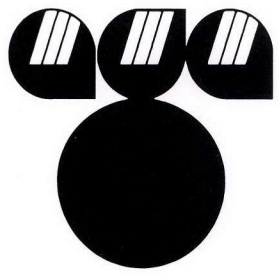


**Hikari**
Plastics
1950s · Hiroshi Ohchi · JP

**Ceag Grubenlampen**
Mining lamps
1963 · Walter Breker · DE



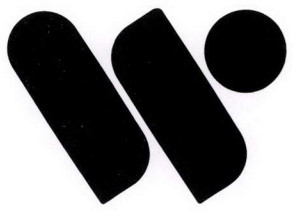
**Visual Books Editions Alpha**
Publishing
1960s · Henri Steiner · CH



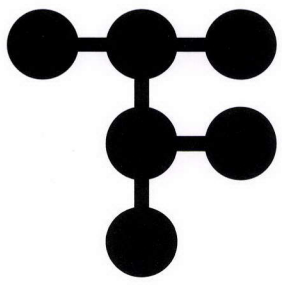
**Asociación de Empresarios de Artes Gráficas de Asturias**
Graphic designers association
1973 · José Santamarina · ES

**Gesellschaft der Ludwig von Roll'schen Eisenwerke**
Ironworks
1940s · Hans Neuburg · CH

**Chr. Jensen Møbelsnedkeri**
Furniture
1960s · Anonymous · DK

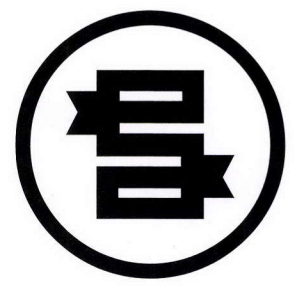


**Wanner**
Insulation
1970 · Michel Waxman · BE

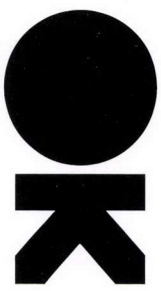


**Telefusion**
Broadcasting
1962 · Atelier Stadelmann Bisig · CH

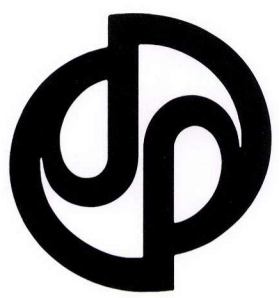
**Adolf Fehler**
Electronics
1940s · Hans Neuburg · CH



**Einspritzgerätewerk, Aken**
Machinery
1965 · Henry Siebert · DE-GDR

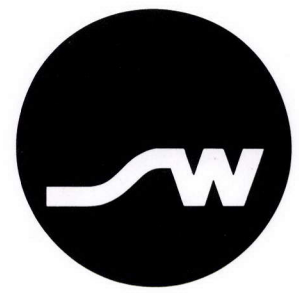


**Boehringer Kinderpräparate**
Pharmaceuticals
1965 · Wolf D. Zimmermann · DE

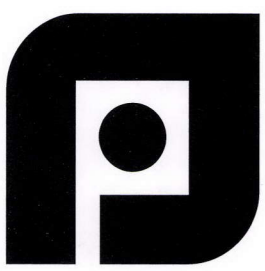


**Rüesch Bohrer, Zurich**
Drill manufacturer
1945 · Carlo L. Vivarelli · CH

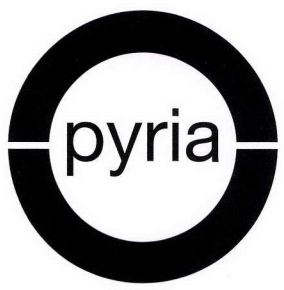
**Courtiers d'Assurance Associés**
Insurance
1968 · Remo Muratore · IT



**Fuji Speedway Co.**
Motor sports
1965 · Yoshio Hayashi · JP



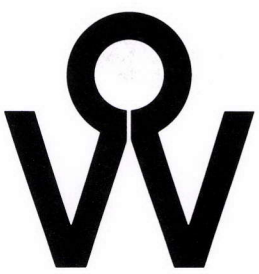
**Polychimie**
Chemicals
1968 · Etienne Bucher · FR



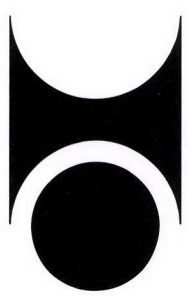

**Max Weishaupt Pyria**
Oil and gas burners
1968 · Ruedi Rüegg · DE

**J. R. Geigy**
Pharmaceuticals
1956 · Jörg Hamburger · CH

**Verlag für Wirtschafts und Steuersachverständige**
Publishing
1950 · Hanns Lohrer · DE

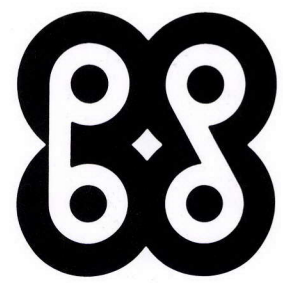


**Worbla**
Paper
1960 · Marcel Wyss · CH

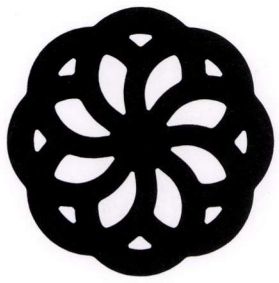


**Herman Ohme Associates**
Tourism
1960s · Hy Farber · US

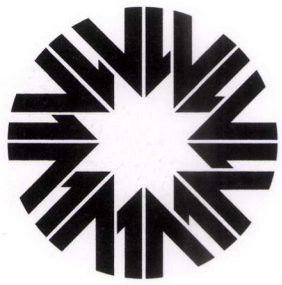
**Altdorfer**
Furniture
1940s · Pierre Gauchat · CH



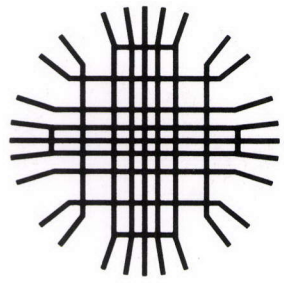
**Boso Shigyo**
Paper
1977 · Takeshi Nakajima,
Takeo Sugaya · JP



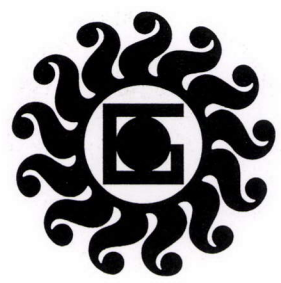
**Mod'elle Boutique**
1969 · A. G. Schillemans · NL



**The League of Women Voters of Massachusetts**
Democratic organization
1971 · Joe Selame · US



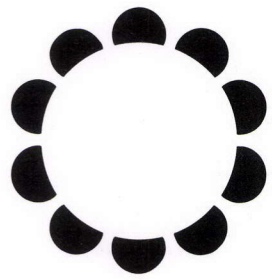
**Carlos Celis Arquitectos, Caracas**
Architect
1969 · Gerd Leufert · VE



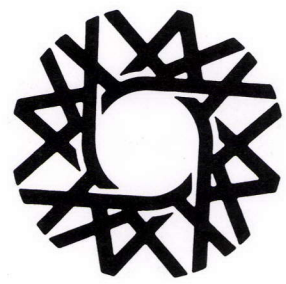
**Varuhuset Gyllen**
Grocers
1969 · Ove Engström, Siv Lundkvist · SE

**Shigeto Insatsu**
Printing
1981 · Masahiro Shimizu · JP

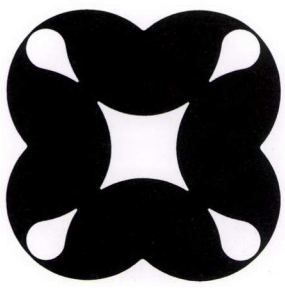
**Verband Internationaler Vertrieb**
Import-export
1970 · Ekkehart Rustmeier · DE



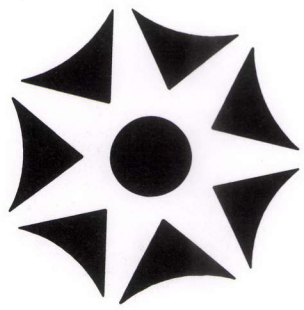
**Conseil du Centenaire de la Confédération**
Commemorative foundation
1966 · George Huel · CA



**Percy & Halden**
Automobile-care products
1966 · Eurographics · UK

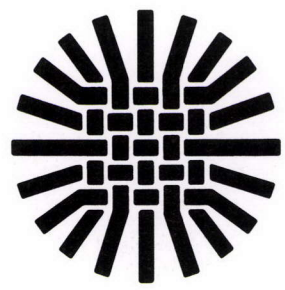


**Leamington Hotel, Oakland**
1969 · Jerry Berman · US

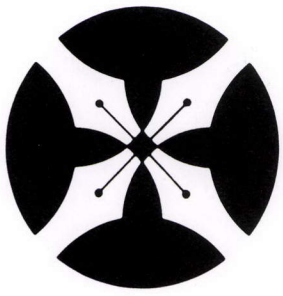


**San Francisco Seven**
Design
1960s · San Francisco Seven · US

**Union**
1970s · Robert Hagenhofer · US

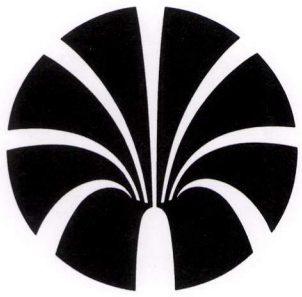


**Slieve Bawn Co-operative**
Crafts
1974 · Peter Dabinett · IE



**Canadian Industrial Editors Association**
1970 · Leslie Smart · CA

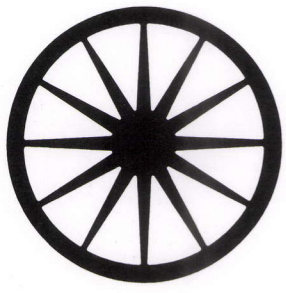
**Hobelwerk Zürich**
Carpentry
1970s · Frédéric Riz à Porta · CH



**Copp Clark**
Financial markets advisor
1973 · Gottschalk+Ash · CA

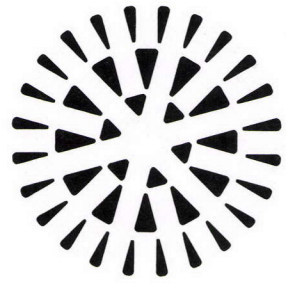
**Etnografski Muzej**
Ethnographic museum
1979 · Miloš Ćirić · YU

**Visiting Arts Unit**
Exhibition council
1981 · Peter Wildbur · UK

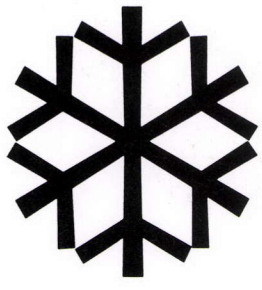


**Postisäästöpankki**
Bank
1960 · Pauli Numminen · FI

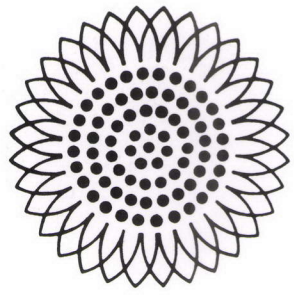
**Congress of City Planning**
1978 · Guillermo Gonzáles Ruiz · AR



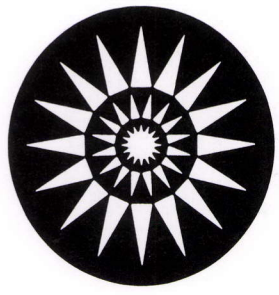
**American Institute for Cities of the New World**
1960s · Chermayeff & Geismar · US



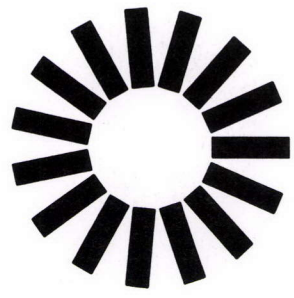
**Nationales Hilfswerk**
Charity
1950s · Paul Sollberger · CH



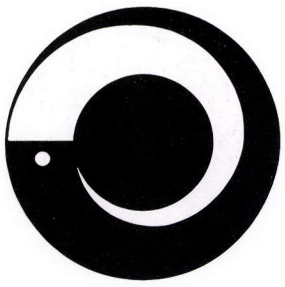
**Ilmarinen – Eläkevakuutus**
Insurance
1966 · Teuvo Gunnar Luostarinen/ Mainos Taucher Reklam · FI



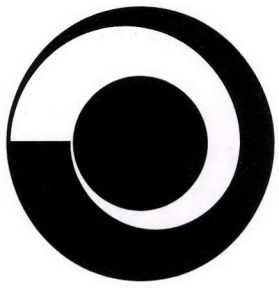
**Miles Laboratories**
Pharmaceutical research
1967 · Morton Goldsholl · US



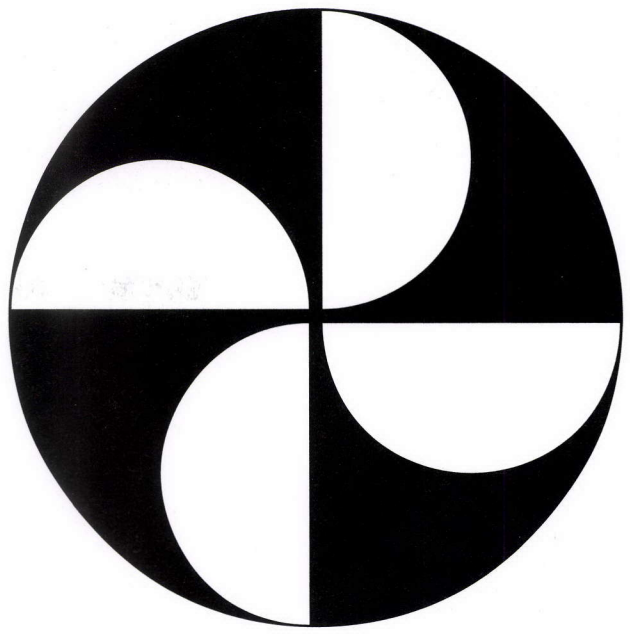
**Solite**
Aggregates
1965 · Ian Bradbery · UK



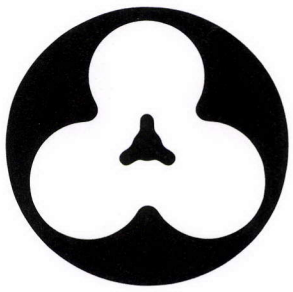
**Pharmaceutical Services**
1960s · Tom Geismar/
Chermayeff & Geismar · US



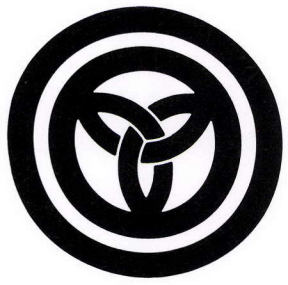
**Nederlandse Filmacademie**
Film academy
1966 · Jan Jaring · NL



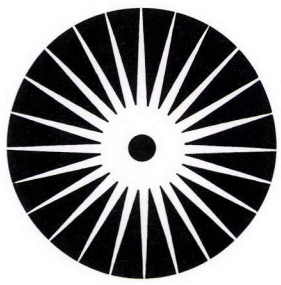
**People Plus**
Employment agency
1970 · Leslie Smart · CA



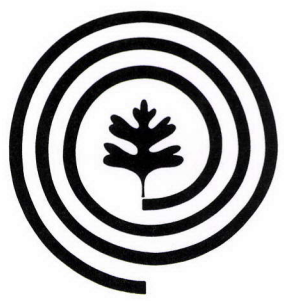
**Bill Armstrong Studio**
Recording studio
1973 · Cato Hibberd Design · AU



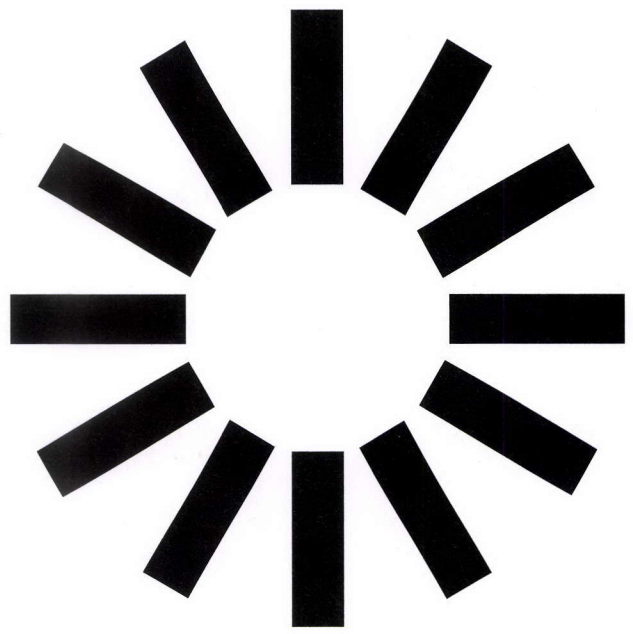
**Ontario Automobile**
Automobiles
1968 · Raymond Lee · CA



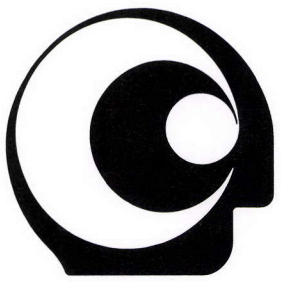
**Gruen Lighting**
Residential lighting
1950s · Louis Danziger · US



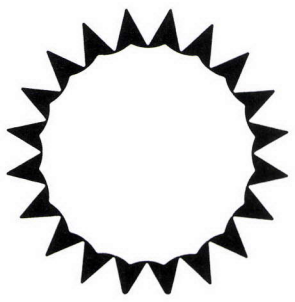
**Oakbrook Terrace Shopping Center**
1962 · Saul Bass · US



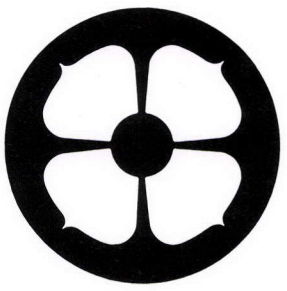
**Companhia Sol de Seguros**
Insurance
1960s · Aloísio Magalhães/PVDI · BR



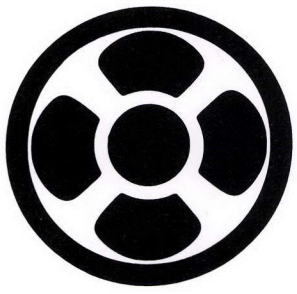
**Creative Resources**
Public relations
1969 · Pete Dodd/
Creative Resources · CA



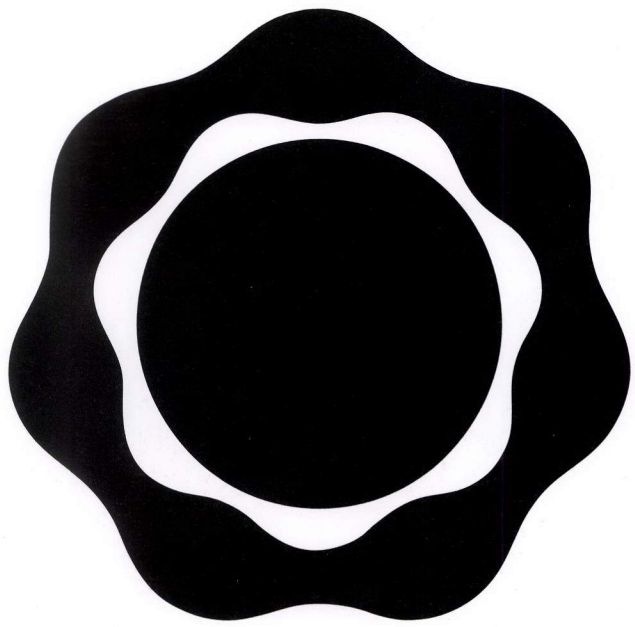
**Faculdade de Arquitetura e Urbanismo da Universidade de São Paulo**
Architecture and urban planning dept., USP
1960 · Ludovico Antonio Martino · BR



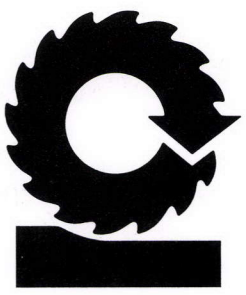
**Schwaderlapp Keramik**
Ceramics
1962 · Jupp Ernst · DE



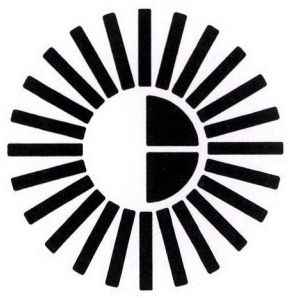
**Rek-O-Kut**
Audio services
1960 · George Nelson,
Richard Shiffer · US



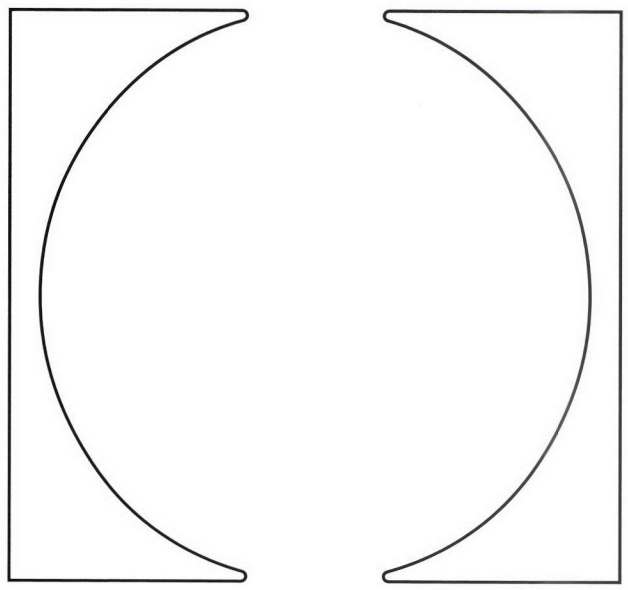
**National Museum of Ethnology**
1977 · Mitsuo Katsui · JP



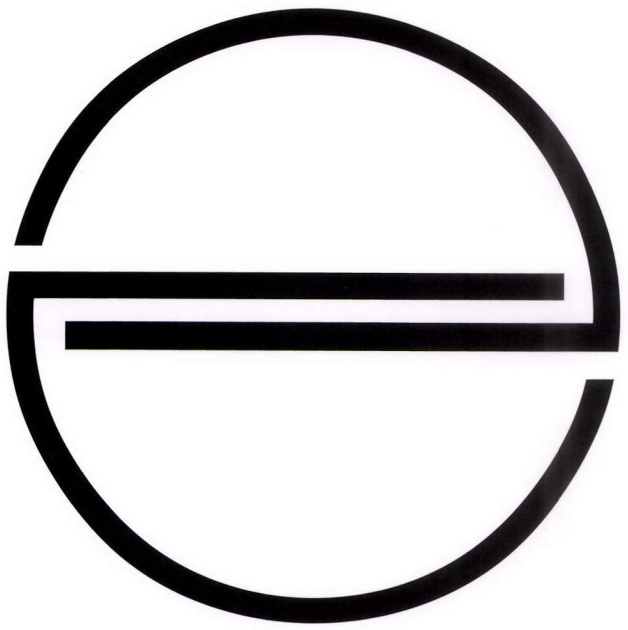
**Werkzeugmaschinenwerke, Chemnitz**
Machine tools
1965 · Wolfgang Hoepfner · DE-GDR



**Abitibi Provincial Papers**
Paper
1969 · James D. Taylor/
Rous & Mann Press · CA

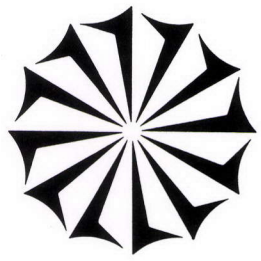


**Gertrude Lempp Kerbis**
Architecture
1961 · Hayward R. Blake · US

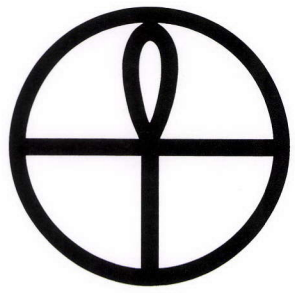


**Krankenpflegeschule Zürich**
Medical school
1960s · Students of Kunstgewerbeschule Zürich · CH

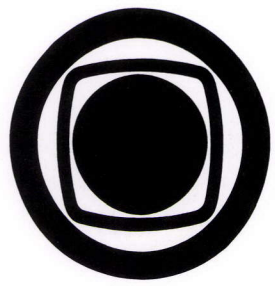
**12th Triennale di Milano**
Architecture and industrial art exhibition
1959 · Roberto Sambonet · IT



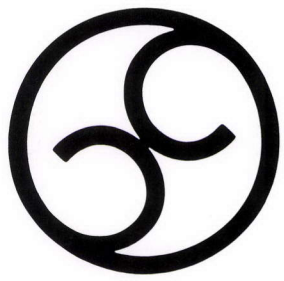
**HB Ice Cream**
1967 · Talmadge,
Drummond & Partners · UK



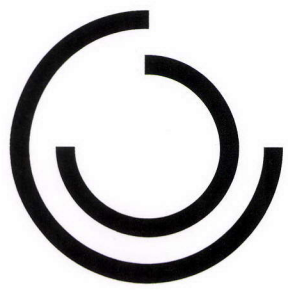
**North Manchester School of Nursing**
Medical school
1968 · Robert Davies · UK



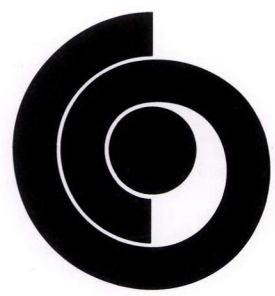
**WBAP**
Broadcasting
1963 · Crawford Dunn · US



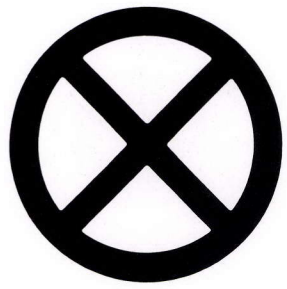
**Fathers of Confederation**
1960s · Fritz Gottschalk · CA



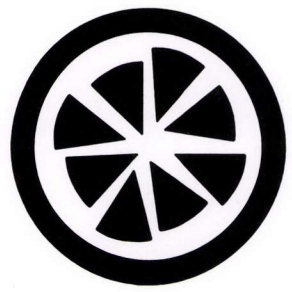
**Certina**
Watches
1956 · Carl B. Graf · CH



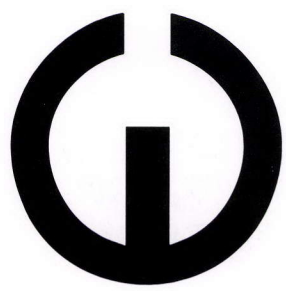
**Gerd Hatje Verlag**
Publishing
1968 · Wim Crouwel · NL



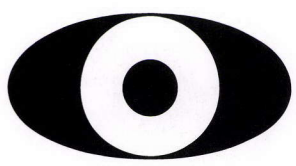
**Ateljé Lyktan**
Lighting
1960s · Anonymous · SE



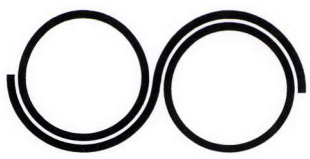
**Co-Graphics**
Printing
1958 · A. E. Eddenden · CA



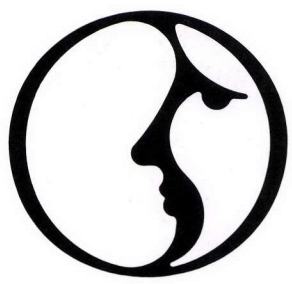
**Ritz Italora**
Watches
1972 · Da Centro Disegno · IT



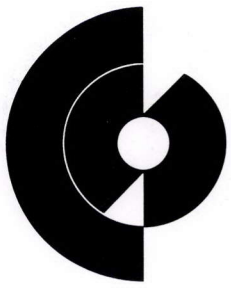
**F.lli Oggioni**
Furniture
1958 · Giulio Confalonieri, Ilio Negri · IT



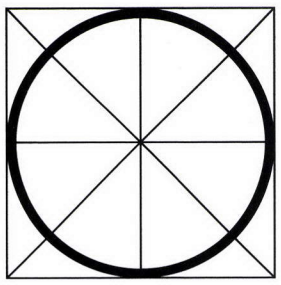
**Someron Kutomo**
Textiles
1967 · Rolf Christianson · FI



**San Lorenzo**
Silverware
1970 · G. & R. Associati · IT

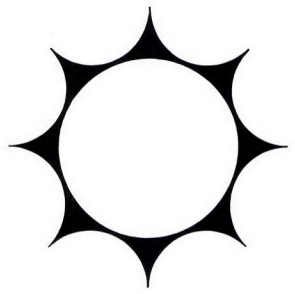


**Columbia Schallplatten**
Record label
1957 · Marcel Wyss · CH



**Teleac**
Educational television
1963 · Wim Crouwel/Total Design · NL

**Feldmühle**
Paper
1963 · Wolfgang Heuwinkel · DE

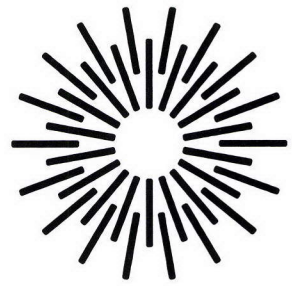


**Exportbank**
Bank
1960s · Gérard Miedinger · CH

**Antriebe-Gesellschaft**
Engineering
1960 · Peter Kräuchi · CH

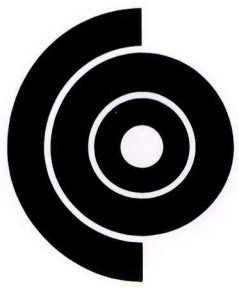
**S. B. R. Radio- und Fernsehgesellschaft**
Broadcasting
1969 · Dechy-Publicité · BE

**Omniscreen**
Printing
1961 · Wim Crouwel/Total Design · NL

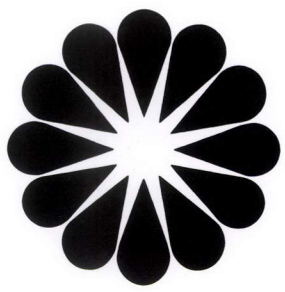


**Hotellerie Rigi**
Hotel
1960s · Gérard Miedinger · CH

**Cora Very Americano**
Alcoholic drinks
1972 · Emanuele Centazzo/Sitcap · IT

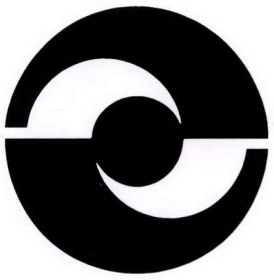


**Oxford Development Company**
Real estate
1980 · Francis R. Esteban · US

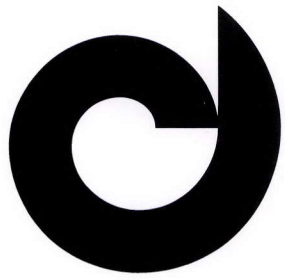


**Izrom**
Light-bulbs
1972 · Asher Kalderon · IL

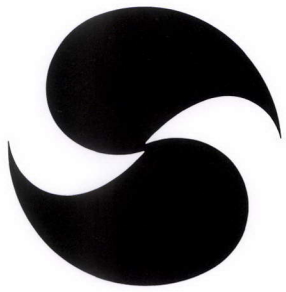
**R. S. Stokvis & Zonen**
Electronics
1960 · A. G. Schillemans · NL



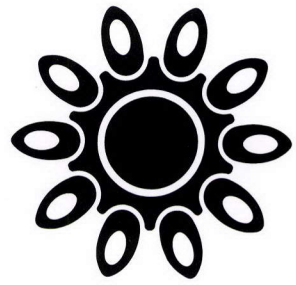
**Electron Optics**
Research laboratory
1974 · Maria Mazzara · US



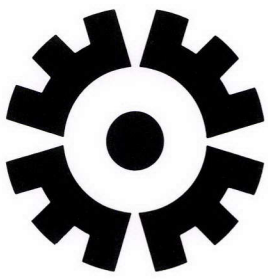
**Cipag**
Boilers
1968 · Michel Gallay · CH



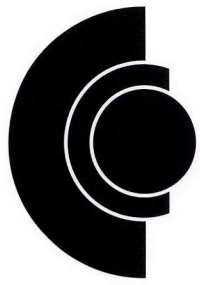
**P. Wellhauser Super-Jet**
Lawn sprinkler
1959 · Michel Martina · CH/FR



**Pelgrim**
Gas supplier
1968 · A. G. Schillemans · NL

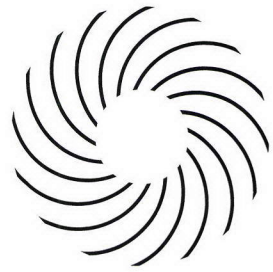


**Eastman Machine Co.**
Machinery for the textile industry
1961 · Crosby, Fletcher, Forbes · UK

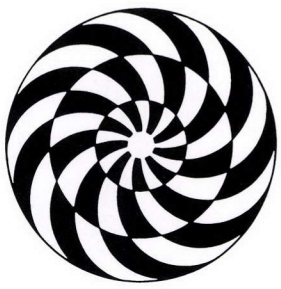


**Inhilco**
Restaurant
1974 · Milton Glaser · US

**Ashby Marine**
Boat motors
1960 · Romek Marber · UK



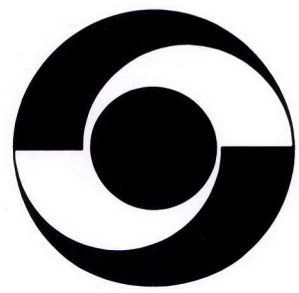
**Hydroscience**
Water pollution control
1970s · Robert Hagenhofer · US



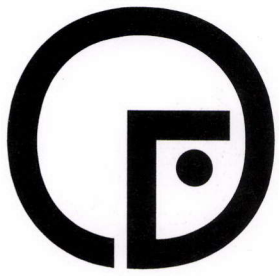
**Global Tours & Travel**
Travel agency
1964 · Crosby, Fletcher, Forbes · UK

**Staten Island Mental Health Society**
1970s · Robert Hagenhofer · US

**Japan Scientific Societies Press**
Publishing
1982 · Hiroshi Manzen · JP

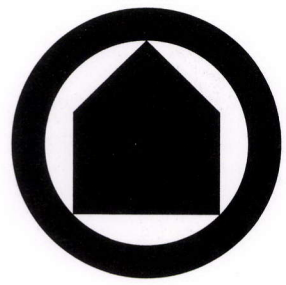


**Büro Memminger**
Embroidery machinery
1960 · Hanns Lohrer · DE



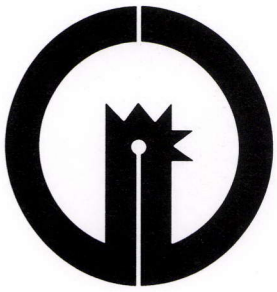
**Ryman**
Office supplies
1962 · Kinneir, Calvert & Associates · UK

**Südalumin**
Aluminum products
1962 · Hans Kuh · DE

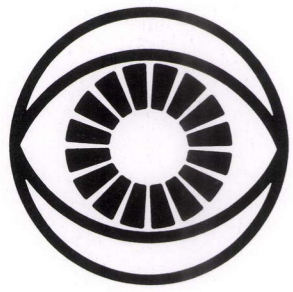


**Tam O'Shanter Glen**
Construction company
1970 · Raymond Lee · CA

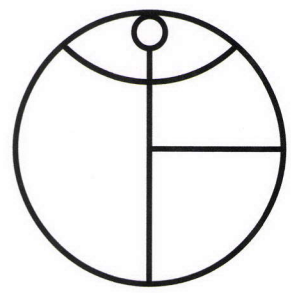
**Crosignani Arti**
Typography and lithography
1963 · Piero Ottinetti · IT



**George Glenn**
Poultry farm
1960s · Rolf Harder · CA

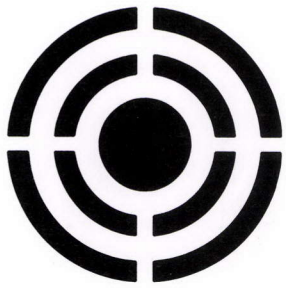


**Augenoptik in der DDR**
Trade association
1965 · Werner Liebscher · DE-GDR



**Gymnaestrada Basel**
Gymnastics world cup
1968 · Herbert Leupin · CH

**Toyo Printing Company**
1963 · Porter & Goodman Design · US

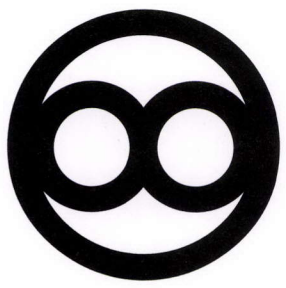


**Internationale Schützenunion**
Sports association
1960s · Eugen & Max Lenz · CH

**Cooper & Beatty**
Typesetting and printing
1960s · Anthony Mann · CA

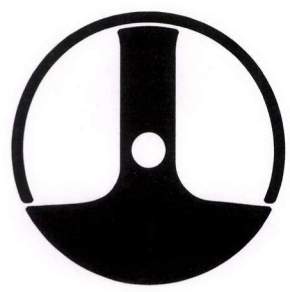
**Management Organization**
1970 · James Lienhart/RVI Corp. · US

**Luottokontrolli Oy**
Bank
1965 · Seppo Polameri · FI

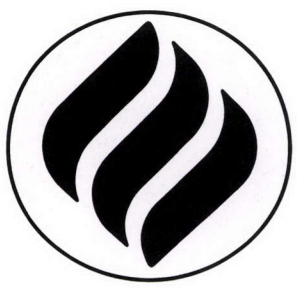


**Ediciones Infinito**
Publishing
1954 · Carlos Alberto Méndez Mosquera · AR

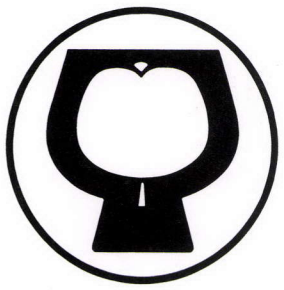
**Kulturkreis Hard**
Cultural association
1978 · Othmar Motter · AT



**Maschinen- und Apparatebau, Chemnitz**
Machinery
1965 · Max Mehlig · DE-GDR



**Enastur**
Energy supplier
1975 · José Santamarina · ES

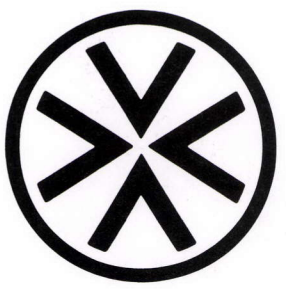


**Konsum**
Wines
1965 · Erhard Müller · DE-GDR

**Martin Rosette**
Design
1965 · Martin Rosette · DE-GDR

**Togal-Werk Schmidt**
Pharmaceuticals
1940s · G. F. Schmidt · CH

**VEG Saatzucht Zierpflanzen**
Flowers
1965 · Herbert Vogel · DE-GDR



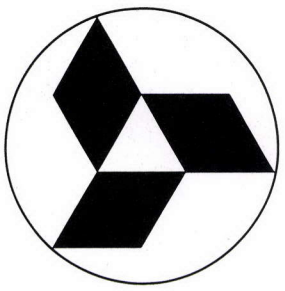
**Verzinkerei Worb**
Galvanization
1950s · Werner Vogelsanger · CH

**Fabryka Samochodów Warszawie**
Automobiles
1980 · Tytus Walczak · PL

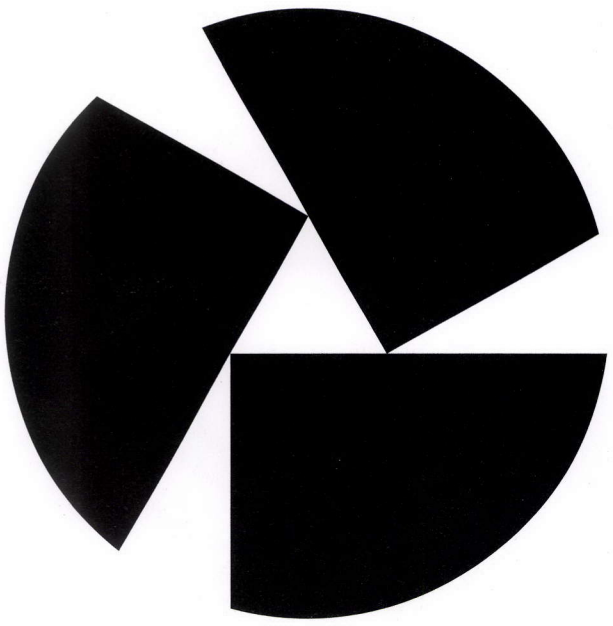
**W. H. Smith & Son**
Office supplies
1965 · Woudhuysen Inc. · UK

**Holzverarbeitung, Querfurt**
Woodworking
1965 · Bernhard Wille · DE-GDR

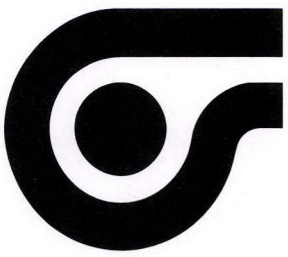
**Publireiac**
Advertising film production
1968 · Pino Tovaglia · IT



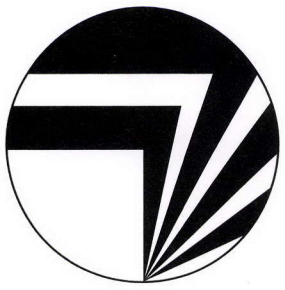
**Arbeitsgemeinschaft des Kunsthandwerks NRW**
Arts and crafts association
1960 · Walter Breker · DE



**Banco Nacional**
Bank
1974 · PVDI · BR

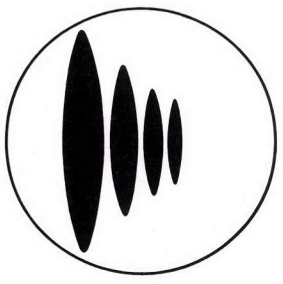


**Kyodo-Sekiyu**
Oil
1966 · Ikko Tanaka · JP

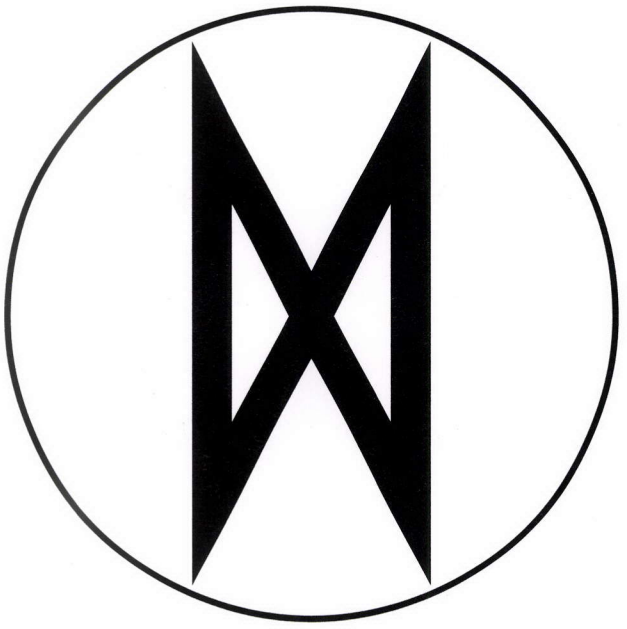


**Messegelände Düsseldorf**
Trade fair (proposed design)
1967 · Coordt von Mannstein · DE

**Chatelaine Home Courses**
1965 · Leslie Smart · CA

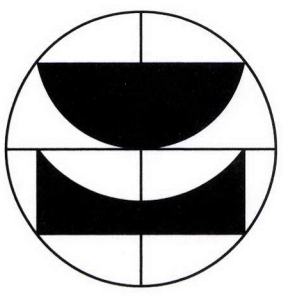


**Schule für Sprachtherapie**
Speech therapy
1950s · Josef Müller-Brockmann · CH

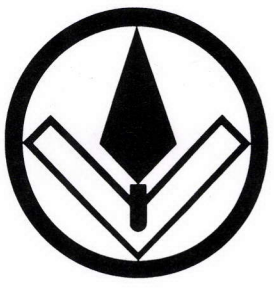


**Melitta-Werke**
Coffee
1950 · Jupp Ernst · DE

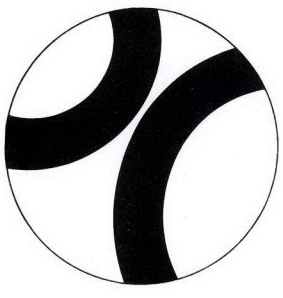
**Hyspa**
Sports exhibition
1961 · Hans Neuburg · CH



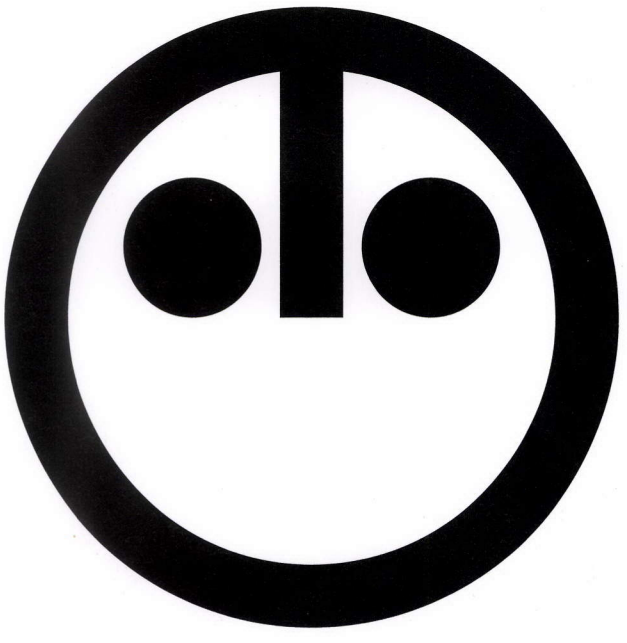
**Societies of Industrial Design**
Design group
1950s · Djordje Milanovic · YU



**Building Centre**
Architecture and design
1960s · Milner Gray/
Design Research Unit · UK

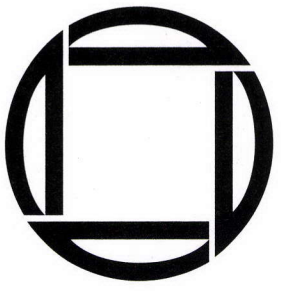


**China Handelskontor**
Trade association
1969 · Wolfgang Heuwinkel · DE



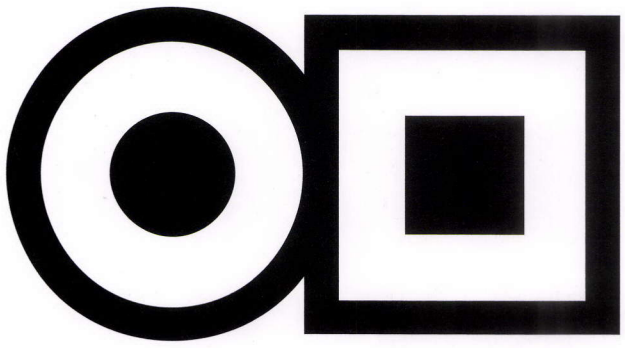
**Odakyu**
Department store
1961 · Yoshio Hayashi · JP

**Meßgeräte Holle**
Measuring instruments
1965 · Rudolf Purke · DE-GDR

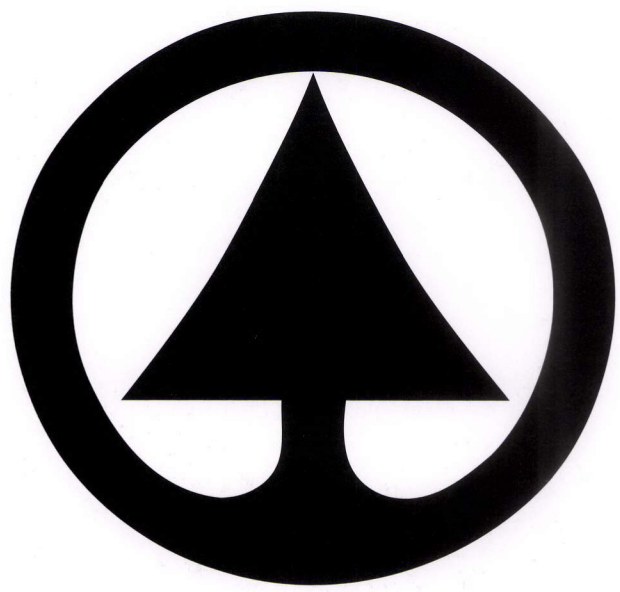


**Amersfoortse Gemeenschap**
Exhibition hall
1960s · Leendert Stofbergen · NL

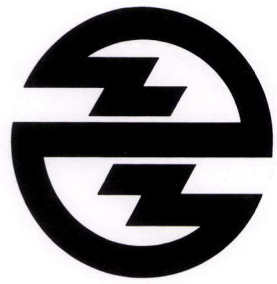
**Sender Freies Berlin**
Broadcasting
1970s · Atelier 13 · DE



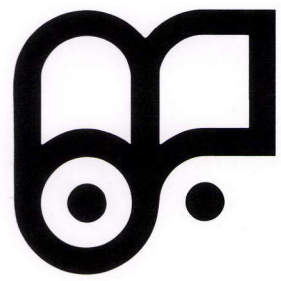
**Brockmann**
Timber merchant
1974 · Walter Breker · DE



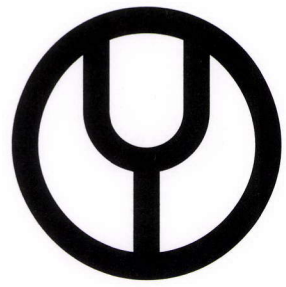
**Spar**
Supermarket chain
1968 · Raymond Loewy/CEI · UK



**Bernische Kraftwerke**
Energy supplier
1970 · Erich Hänzi · CH



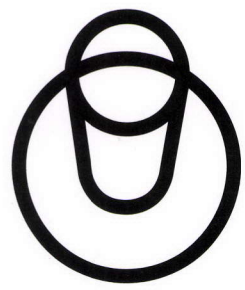
**Manifestica Graficke**
Design association
1979 · Miloš Ćirić · YU



**Great Western United Corporation**
Sugar refiner
1969 · Pieter van Delft/
Unimark International · US

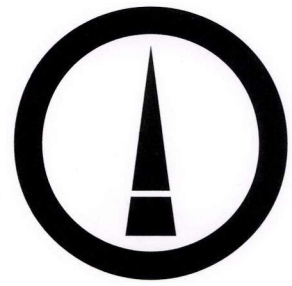
**Niagara University Art Festival**
1966 · Richard De Natale · US

**Philippine Airlines**
1968 · Primo Angeli, Jerry Leonhard · US

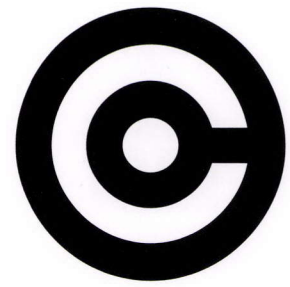


**California Dairy Association**
1966 · Thomas Laufer · US

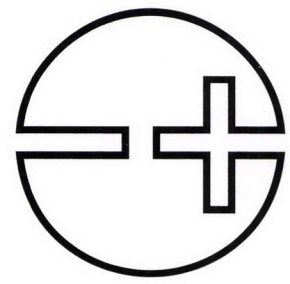
**Boise Cascade Corporation**
Land development
1963 · G. Dean Smith · US



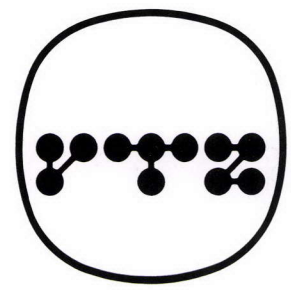
**Audax**
Audio equipment
1959 · George Nelson · US



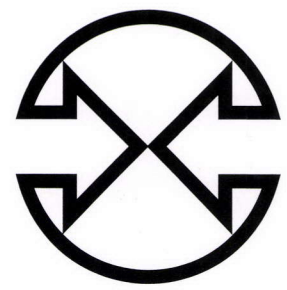
**Chicago Center for Research Studies**
1968 · Bruce Beck/
The Design Partnership · US



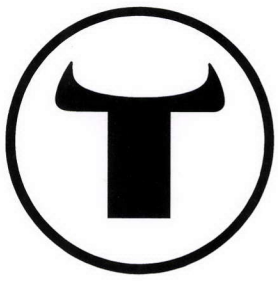
**Zmaj**
Batteries
1968 · Grega Košak · YU



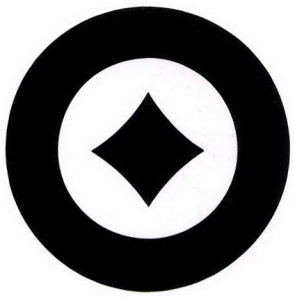
**Radio-televizija Zagreb**
Broadcasting
1971 · Jože Brumen · YU



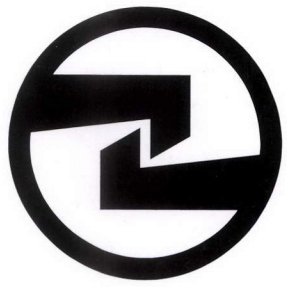
**Fabrika Ambalaze**
Packaging
1959 · Albert Kastelec · YU



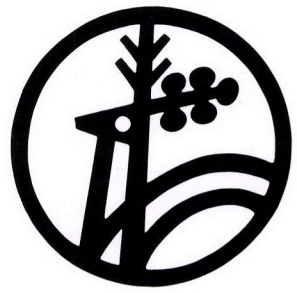
**Fleischerei Timm, Bad Doberan**
Butcher
1965 · Klaus Grosche · DE-GDR



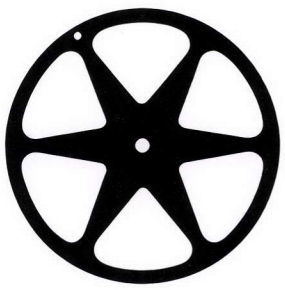
**Journal of the History of Biology**
Academic journal
1968 · David Ford · US



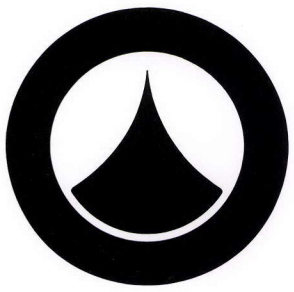
**VEB Feinwerktechnik, Dresden**
Engineering
1965 · Johannes Brase · DE-GDR



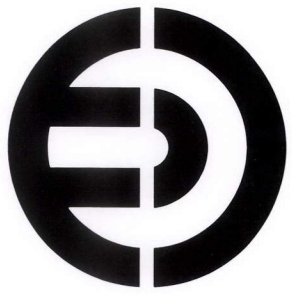
**Jelen Forest**
1963 · Miloš Ćirić · YU



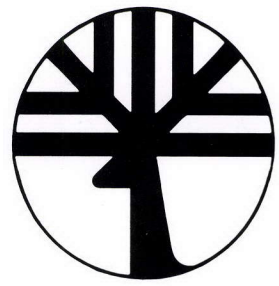
**Filmo**
Film production
1960s · Josef P. Grabner · CH



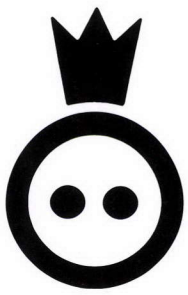
**Heating systems**
1960s · Havas Conseil · FR



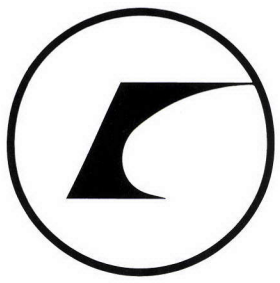
**R. S. Stokvis & Zonen**
Electronics (proposed design)
1960 · A. G. Schillemans · NL



**RSSA Komi**
Civil airline
1960s · Igor Borisovič,
Leonid Nikolaevič Rabičev · RU



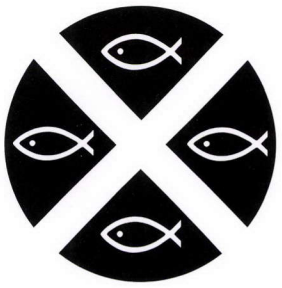
**Perlmuttknopffabrik, Kelbra**
Buttons
1965 · Christa Gabriel · DE-GDR



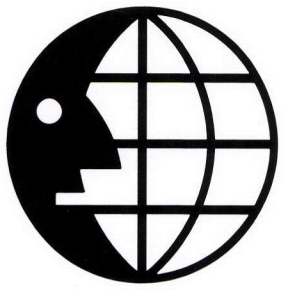
**Kobe Shinkotsu**
Haulier
1979 · Ikuya Kimura · JP

**Schweizerischer Orientierungslauf**
Sports event
1964 · Hansruedi Scheller · CH

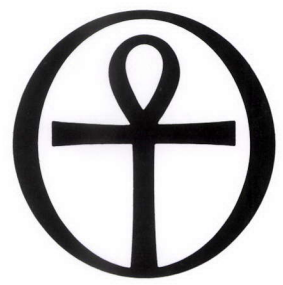
**Państwowe Zaklady Mechaniczne**
Pumps
1969 · Jan Hollender · PL



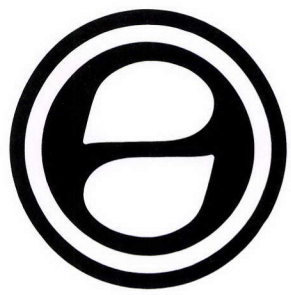
**Mac Fisheries**
Supermarket chain
1952 · Hans Schleger · UK



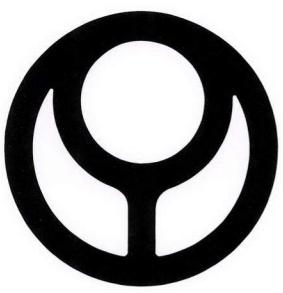
**Karten-Druckerei Karl Werner**
Printing
1957 · Hermann Eidenbenz · CH



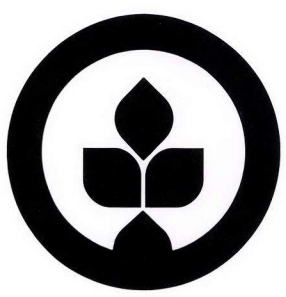
**Women's College Hospital**
Teaching hospital
1968 · Patricia Turnbull · CA



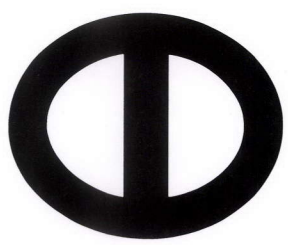
**Građevno Arhitektonsko Projektno**
Civil engineering
1970s · Ivan Picelij · YU



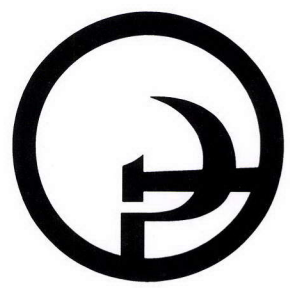
**Suomen Tennisliitto**
Tennis club
1968 · Heikki Ahtiala/
Mainos Taucher Reklam · FI



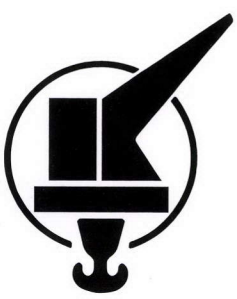
**Département de la Creuse**
City council
1970 · Jean Delaunay/Look · FR



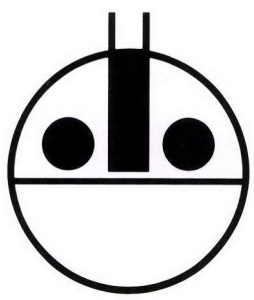
**Signa Design Consultants**
1953 · Louis le Brocquy · IE



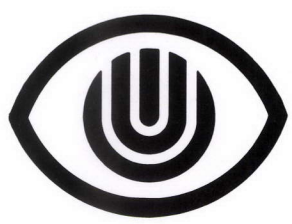
**Centralni Komitet SKJ**
Political organization
1968 · Dragoslav Stojanovic · YU



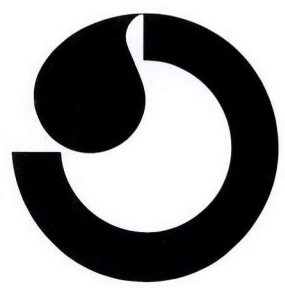
**Schwermaschinenbau S. M. Kirow**
Machinery
1965 · Günther & Käthe
Mickwausch · DE-GDR



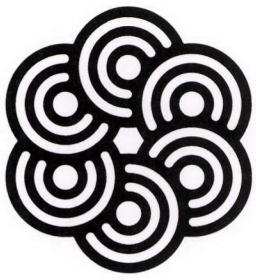
**Refratechnik Albert**
Refractory materials
1959 · Walter Breker · DE



**Publicity**
State department store
1975 · Asher Kalderon · IL



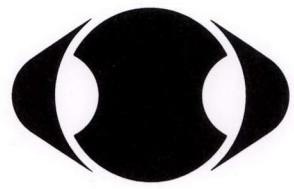
**Promien Liquids**
1966 · Jarosław Jasiński · PL



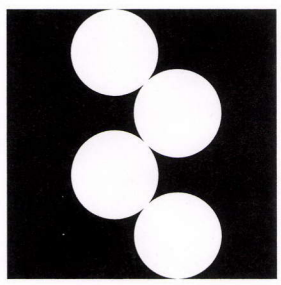
**Verband der Volkstheater**
Theater association
1970s · Peter Steiner · DE

**VEB SPEMAFA Spezialmaschinen**
Machinery
1965 · Günter Hiller · DE-GDR

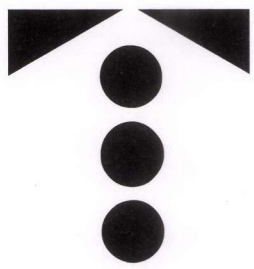
**Libreria A-Zeta**
Bookstore
1971 · Giovanni Brunazzi · IT



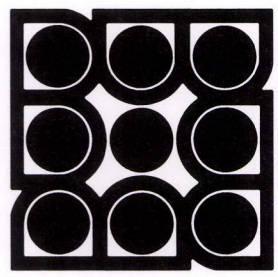
**Omecsa Construction**
Plumbing
1977 · Ernesto Lehfeld · MX



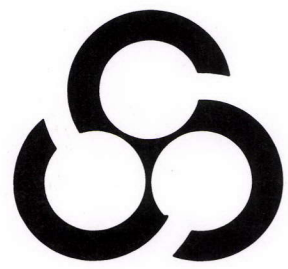
**Ross-Ellis**
Printing
1961 · Ernst Roch/
Design Collaborative · CA



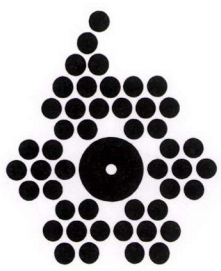
**Telimena**
Fashion house
1960s · Władysław Stańczykowski · PL



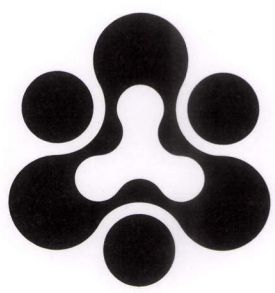
**Brüllmann**
Prepress services
1966 · Kurt Weidemann · DE



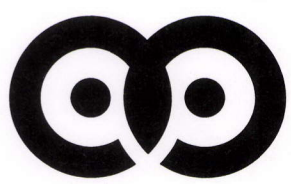
**Swiss Cheque**
Banking
1960s · Gérard Miedinger · CH



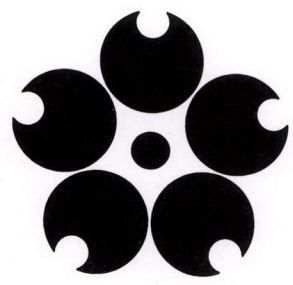
**Congreso Nacional des Artes Gráficas**
Design congress
1966 · Josep Pla-Narbona · ES



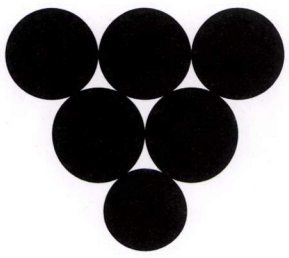
**De Doelen**
Concert organizers
1966 · Benno Wissing/Total Design · NL



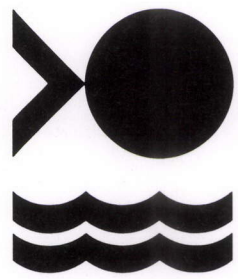
**W. Euler**
Paper
1961 · Willy Faltin · DE



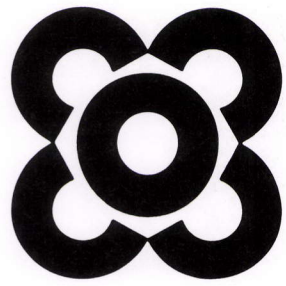
**Expo '70, Osaka**
World's fair
1966 · Takeshi Otaka · JP



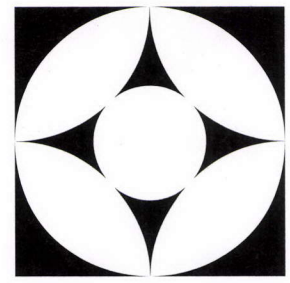
**Associazione Amazori**
**del Vino Fratres Bibones**
Wine
1969 · Giovanni Brunazzi · IT



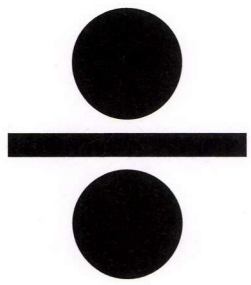
**Stichting Actie**
**Zending & Werelddiaconaat 1968**
Charity
1967 · Sjoerd Bylsma · NL



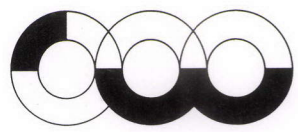
**Corelli Financial Group**
Investment
1977 · Gustavo Gómez-Casallas · CO



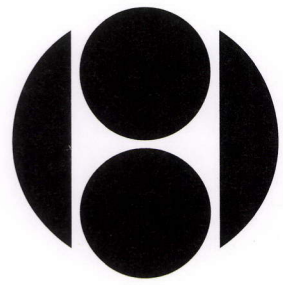
**Nuffic**
Education
1969 · Ralph Prins · NL



**Willy Bosshard**
Advertising
1960 · Willy Bosshard · CH

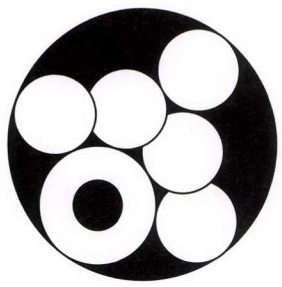


**Rudolf Werder**
Prepress services
1969 · Gisela Buomberger/
Atelier Rudolf Bircher · CH

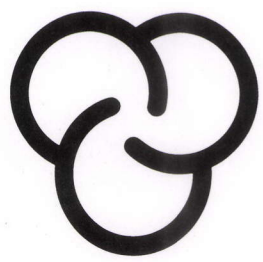


**The Bifurcated & Tubular Rivet Company**
Rivets
1966 · Ulrich Haupt/
Allied International Designers · UK

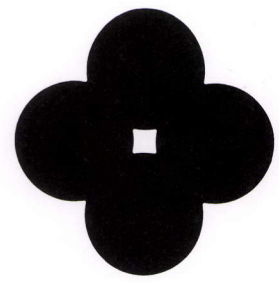
**Osaka Art Festival**
1965 · Takeshi Otaka · JP



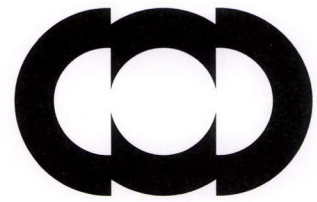
**German Pavilion, Expo '70, Osaka**
World's fair stand
1970 · Karl-Oskar Blase · DE



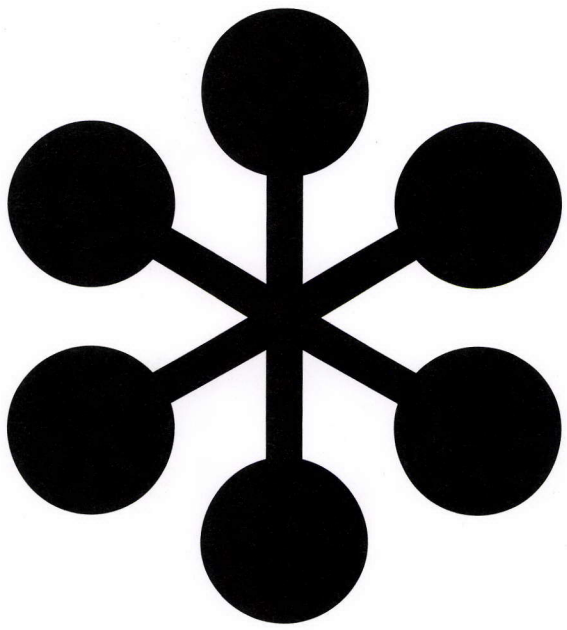
**Spital für Klinische**
**Psychiatrie, Littenheid**
Hospital
1970 · Emanuel Bosshardt · CH



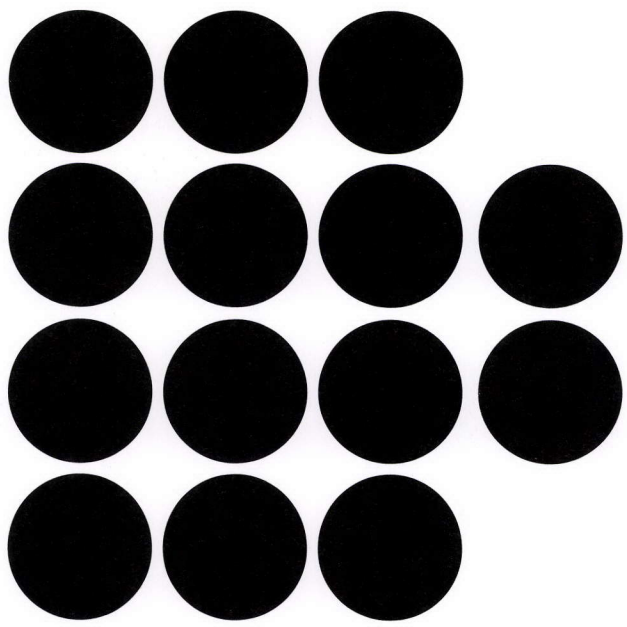
**Vereinigung Zentrum, Witikon**
Shopping center
1969 · Ernst & Ursula Hiestand · CH



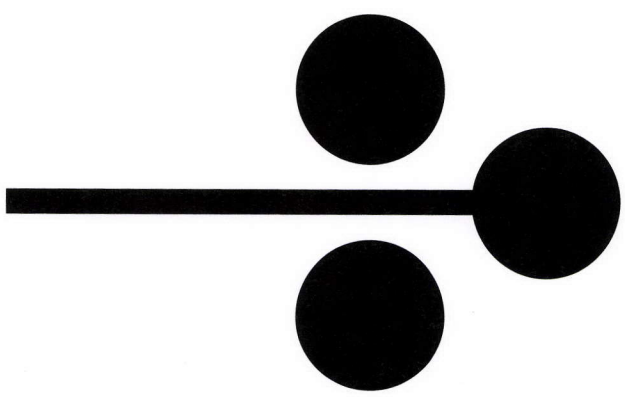
**Chribska**
Glass
1965 · Stanislav Kovár · CZ



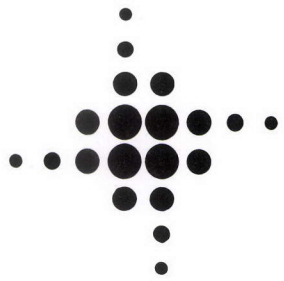
**Hyvon-Kudeneule**
Clothing
1950 · Matti Viherjuuri · FI



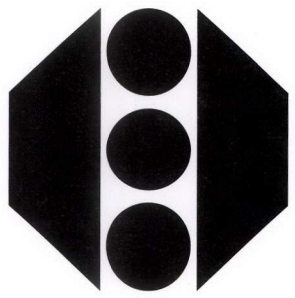
**Cristallerie Daum**
Glass
1970 · Leen Averink · FR



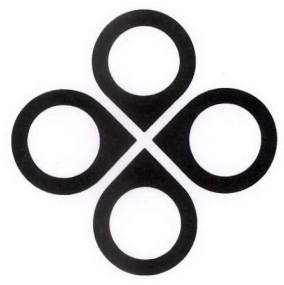
**Claude Jones**
Pawnbroker
1960s · Geoffrey Woollard · UK



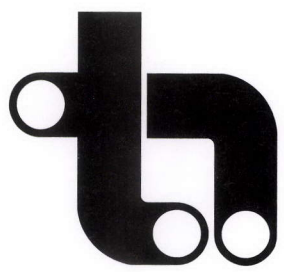
**Kalbro Corporation**
Computing
1979 · Richard Yeager · US



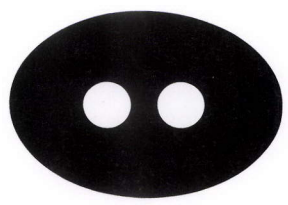
**Závody Tažkého Strojárstva**
Engineering
1973 · František Bobáň · CZ



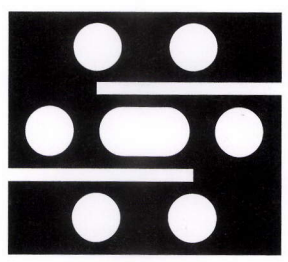
**Grafische Maschinengesellschaft**
Printing machinery
1960s · Paul Moser · CH



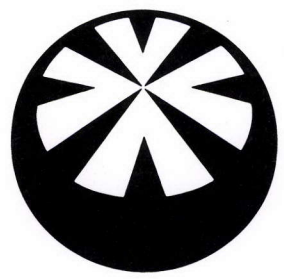
**T. Hürlimann**
Heating technology
1968 · Edi Doswald · CH



**Fiorucci**
Cold meats
1975 · Rinaldo Cutini · IT



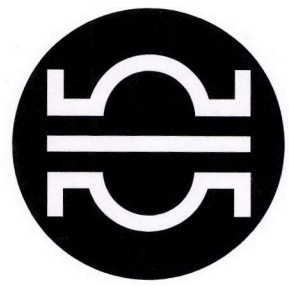
**Systemprofile, Stuttgart**
Furniture
1973 · Heinz Schwabe · DE



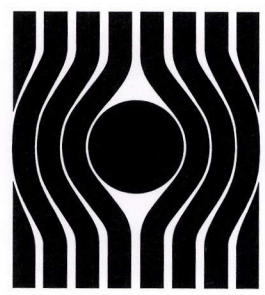
**Vollstädt**
Cannery
1965 · Klaus Neumeister · DE-GDR

**Automobil Club der Schweiz**
Automobile drivers association
1950s · Josef Müller-Brockmann · CH

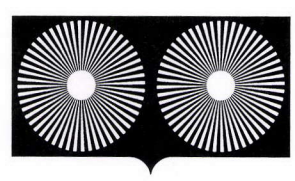
**Leipziger Gummiwarenfabrik**
Rubber products
1965 · Horst Hilbert · DE-GDR



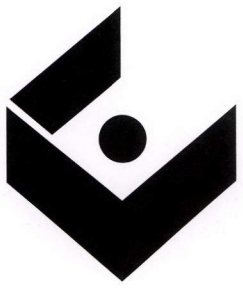
**Kemian Työntekijäin Liitto**
1970 · Olof Eriksson · FI



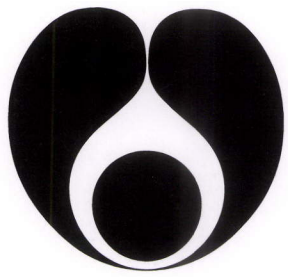
**Gebrüder Sulzer**
Pumps and looms
1960s · A. Frei · CH



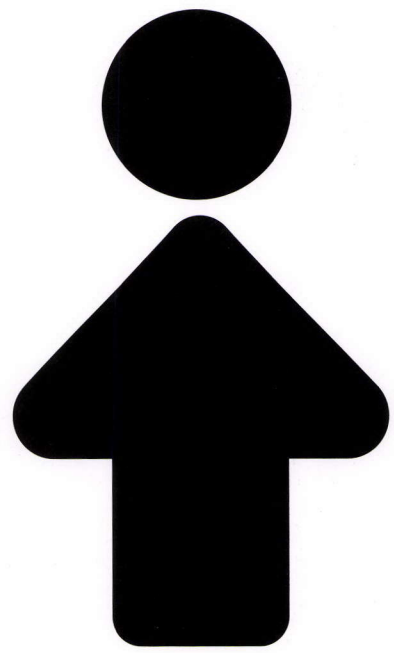
**Òliba**
Record label
1970 · Francesc Guitart · ES



**Deutsche Unfallverhütung**
Accident prevention
1960s · Sigrid & Hans Lämmle · DE

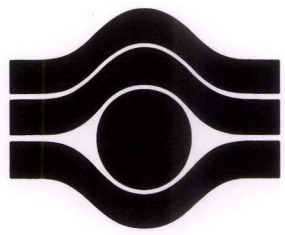


**Laboratoires d'Etudes Cosmétologiques**
Cosmetics
1969 · Jacques Nathan-Garamond, L. Barmache · FR

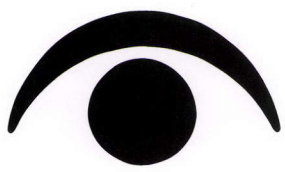


**Fédération des Travailleurs du Québec**
Workers union
1968 · Pierre-Yves Pelletier · CA

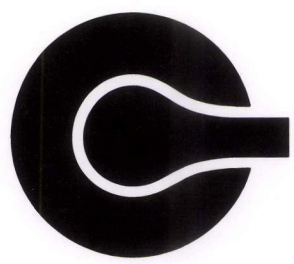
**Vestebene**
Clothing
1969 · Giorgio Maltisotto, Sitcap · IT



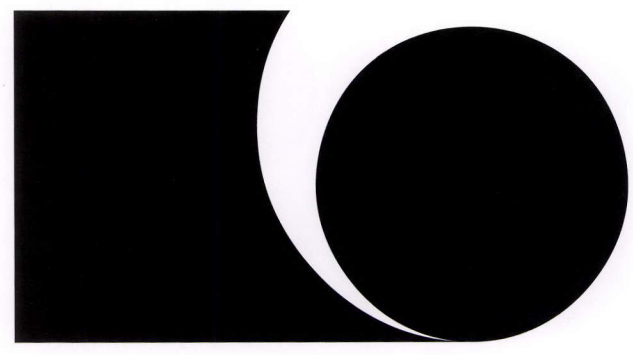
**Société Industrielle de Lunetterie**
Eyewear
1969 · Pierre Lissac/Pezet Publicité · FR



**Needham, Louis and Brorby**
Advertising
1960s · Morton Goldsholl · US

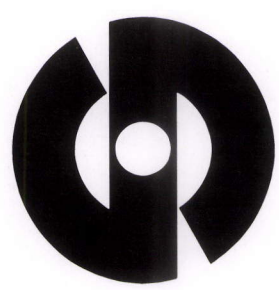


**Pharmaceutical Centre**
1975 · Ernst Roch · CA

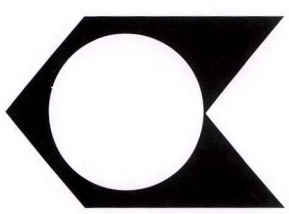


**Die Brücke**
Cultural association
1960s · Peter Riefenstahl · DE

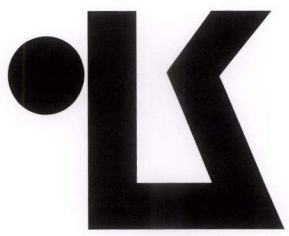
**Hemus**
Pencils
1960s · Anton Metchknev · BG



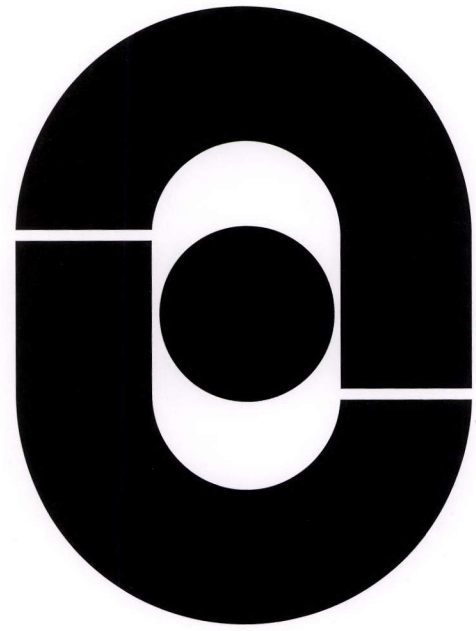
**Spühler**
Color photo reproductions
1960s · Heini Schmid · CH



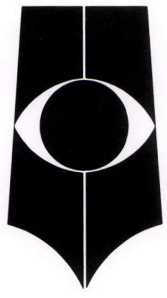
**Deutsche Waffenbörse, Stuttgart**
Weapons
1971 · Michael Herold · DE



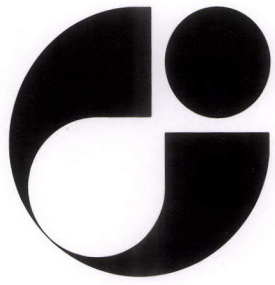
**Kunstanstalt Krugmann**
Printing
1960s · Karlheinz Schillinger · DE



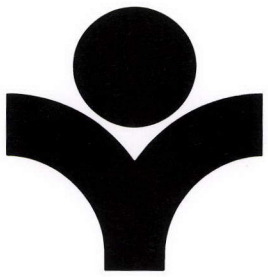
**Asbest Technik**
Asbestos
1972 · Hansruedi Scheller · CH



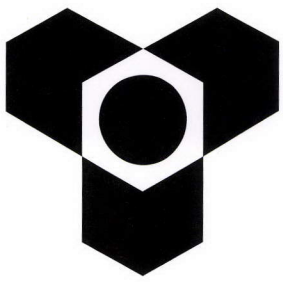
**Raymond Lee & Associates**
Advertising
1969 · Raymond Lee · CA



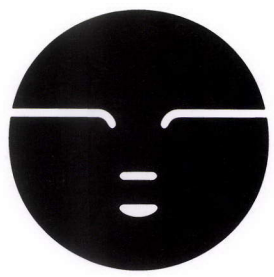
**Classic Jewelers**
1973 · Henry Steiner · US



**Syndicat National des Assurances Vie**
Insurance
1970 · Pham Ngoc Tuan · FR

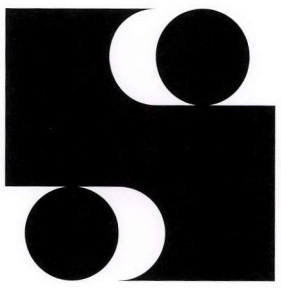


**Brewers Warehousing**
Beer sales
1964 · Hans Kleefeld/
Stewart & Morrison · CA

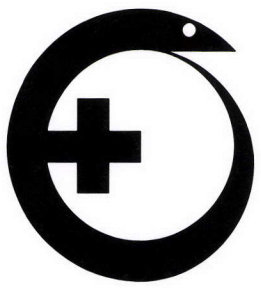


**Patterson Plaza**
Shopping center
1979 · Henry Steiner, Paul Cheung ·
US/HK

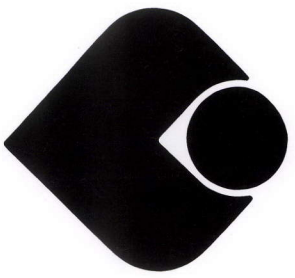
**Verband der Reform und Diätfachgeschäfte der Schweiz**
Health and diet foods
1971 · Walter J. Diethelm · CH



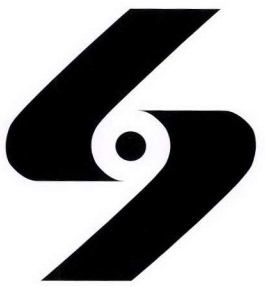
**Karol Syta**
Design
1960s · Karol Syta · PL



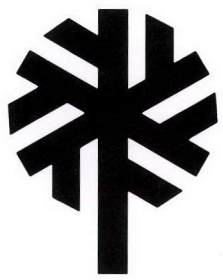
**Faculdade de Ciências Médicas da Santa Casa de Misericórdia de SP**
Medical university
1963 · Ludovico Antonio Martino · BR



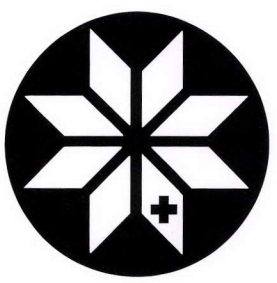
**Industrial Management**
1965 · Zdeněk Ziegler · CZ



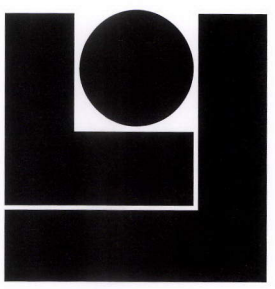
**Screen Gems**
Film production
1965 · Tom Geismar/
Chermayeff & Geismar · US



**Karl Feldmann**
Tools
1967 · Klaus Winterhager · DE

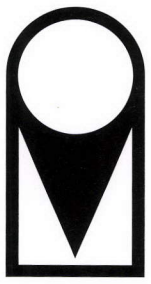


**Norges Røde Kors**
Winter mountain safety
1968 · Bruno Oldani · NO

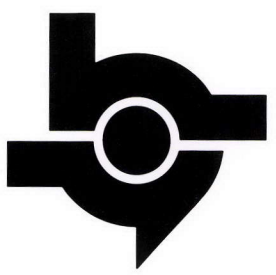


**Union**
Workers union
1976 · František Bobáň · CZ

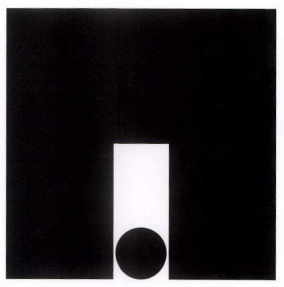
**Maac**
Design
1972 · Shin Matsunaga · JP



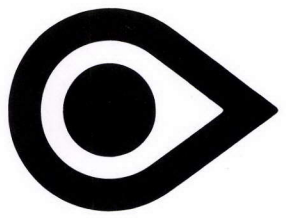
**Maruishi**
Millinery
1980 · Yonefusa Yamada,
Shin Szaki · JP



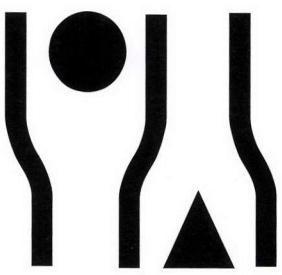
**Brno Exhibition of Inventions**
1972 · Jan Rajlich, Miroslav Holek · CZ



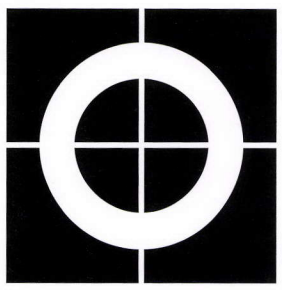
**Meracie Prístoje**
Measuring instruments
1968 · František Bobáň · PL



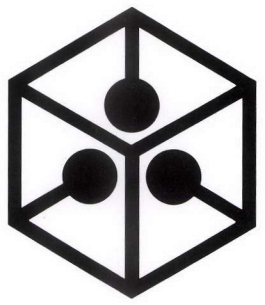
**Handelsschule**
Business school
1960s · Jupp Ernst · DE



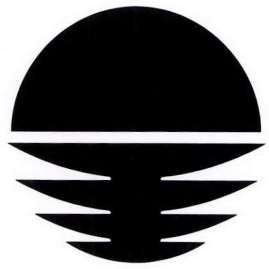
**Chinaware Factory**
1960s · Ryuichi Yamashiro · JP



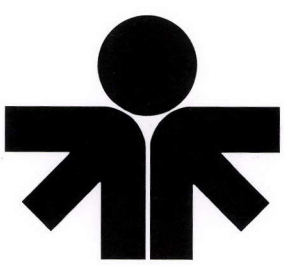
**Onimus-Outils**
Transportation
1950s · Robert Sessler · CH



**Bundespreis Gute Form**
Industrial design award
1969 · Walter Breker · DE

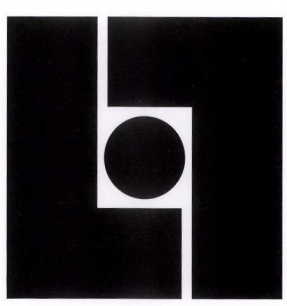


**Gernay Delbecque**
Tents and awnings
1965 · Julian Key · BE

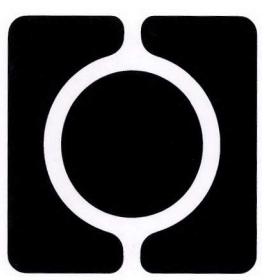


**ICSID Annual Congress**
Design congress
1967 · Laurent Marquart/
Jacques Guillon Designers · CA

**Gesellschaft für Gerichtliche Medien**
Legal publishing
1965 · Gerhard Voigt · DE-GDR



**Lincocin Upjohn Company**
Pharmaceuticals
1960s · Will Burtin · US



**Nederlandse Reassurantie Groep**
Insurance
1968 · Hartmut Kowalke,
Christine Witt/Total Design · NL

# The Daiei Inc.

1975 · Rei Yoshimura/PAOS Inc. · JP

**PAOS Inc.** was founded in Tokyo in 1968 by the Japanese art director Motoo Nakanishi (*1938). Over the years the company has been commissioned to create more than 100 corporate design projects. Among these have been prizewinning designs for internationally known and respected clients such as Kenwood, Mazda and TDK. Since the 1980s, PAOS has opened a number of branches in cities including New York, Beijing and Shanghai. It continues to work successfully as a consultancy for identity and marketing strategies.

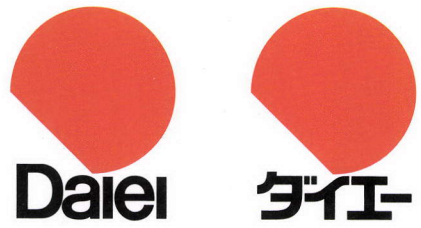
**PAOS Inc.** wurde 1968 vom japanischen Art Director Motoo Nakanishi (*1938) in Tokio gegründet. Das Unternehmen wurde über die Jahre mit der Realisierung von über 100 Corporate-Design-Projekten beauftragt. Es entstanden international bekannte, geschätzte und prämierte Identitäten für Auftraggeber wie Kenwood, Mazda oder TDK. Ab den 1980er-Jahren eröffnete PAOS mehrere Büros unter anderem in New York, Peking und Shanghai. Bis heute ist das Unternehmen als Beratungsagentur für Identity- und Markenstrategien erfolgreich.

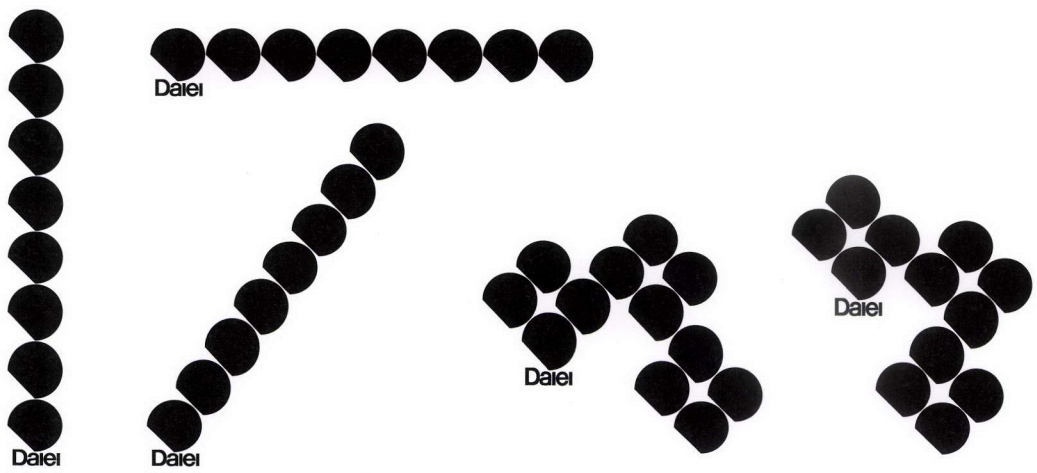
**PAOS Inc.** a été fondé en 1968 à Tokyo par le directeur artistique japonais Motoo Nakanishi (*1938). Au fil du temps, l'entreprise a été chargée de la réalisation de plus de cent projets de corporate design. Ont ainsi vu le jour des identités visuelles internationalement connues, respectées et primées pour des entreprises comme Kenwood, Mazda ou TDK. À partir des années 1980, PAOS ouvre plusieurs bureaux à l'étranger, notamment à New York, Pékin, Shanghai. L'entreprise connaît aujourd'hui encore le succès comme agence de conseil en stratégie d'identité et de marque.

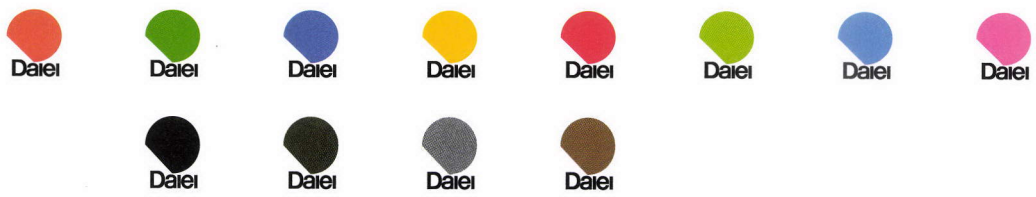
With more than 3,000 shops, the Kobe-based Daiei Inc. is one of Japan's biggest supermarket chains. The company was launched in 1957 with the opening of a single drugstore. By the beginning of the 1970s the small retailer had grown to become market leader in the Japanese supermarket sector and the company needed an expertly designed corporate logo. An in-house team took on the task in 1973 with the help of the branding agency PAOS, and the new logo took the form of a circle with a piece chopped off. The image became the focal point of the company's entire corporate design. It appears in several versions on labeling, packaging, and even on staff uniforms. Over the decades, simply by playing with different blends of colors and outlines, designers have come up with vibrant variations of the logo that have helped to make Daiei one of Japan's flagship brands. The logo was replaced in 2005 by a new design from a different agency.

The Daiei Inc. mit Hauptsitz in Kobe gehört heute mit über 3.000 Geschäften zu den größten japanischen Supermarktketten. Gegründet wurde das Unternehmen 1957 mit der Eröffnung eines einzelnen Drogeriegeschäftes. Bereits Anfang der 1970er-Jahre war aus dem kleinen Einzelhändler der japanische Branchenmarktführer geworden, und eine Professionalisierung des visuellen Auftritts war notwendig. In Zusammenarbeit mit der Brandingagentur PAOS nahm 1973 ein hausinternes CI-Team die Arbeit auf. Ein angeschnittener Kreis wurde als neues Logo entwickelt und in den Mittelpunkt des gesamten Corporate Designs gestellt. Er findet sich in unterschiedlichster Gestaltung bei Beschriftungen, Verpackungen und sogar der Mitarbeiterbekleidung wieder. Allein durch das geregelte Spiel mit wenigen Variationsarten etwa durch Farben und Linien ergaben sich unzählige Möglichkeiten und ein lebendiger Auftritt, der Daiei über viele Jahrzehnte zu einer der japanischen Vorzeigemarken machte. 2005 wurde das Logo durch den Entwurf einer anderen Agentur ersetzt.

Avec plus de 3000 magasins, The Daiei Inc., sise à Kobe, est aujourd'hui une des plus grandes chaînes de supermarchés japonais. L'entreprise fut fondée en 1957 avec l'ouverture d'un seul magasin, une droguerie. Dès le début des années 1970, le petit détaillant était déjà le leader japonais du secteur, et une professionnalisation de l'identité visuelle s'avéra nécessaire. En collaboration avec l'agence de branding PAOS, une équipe interne d'identité de marque se mit au travail en 1973. Comme nouveau logo, on développa le concept d'un cercle coupé, qui devint le centre de l'identité visuelle de la marque. Ce cercle se retrouve sous les formes les plus diverses dans les écritures, les emballages, et même sur les vêtements de travail des employés. Le jeu réglé et la déclinaison de quelques variantes, notamment en termes de couleurs et de lignes, suffisaient à produire d'innombrables possibilités et une image vivante qui a fait de Daiei une des marques phares du Japon pendant de nombreuses décennies. En 2005, le logo fut remplacé par le projet d'une autre agence.



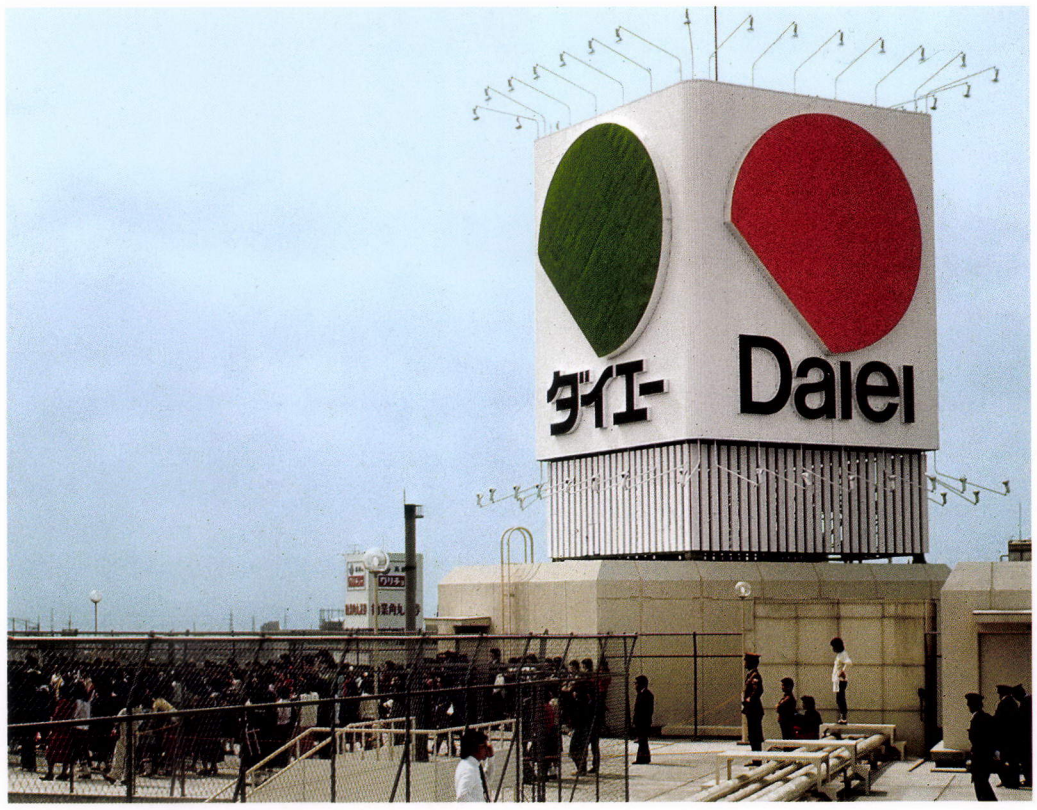


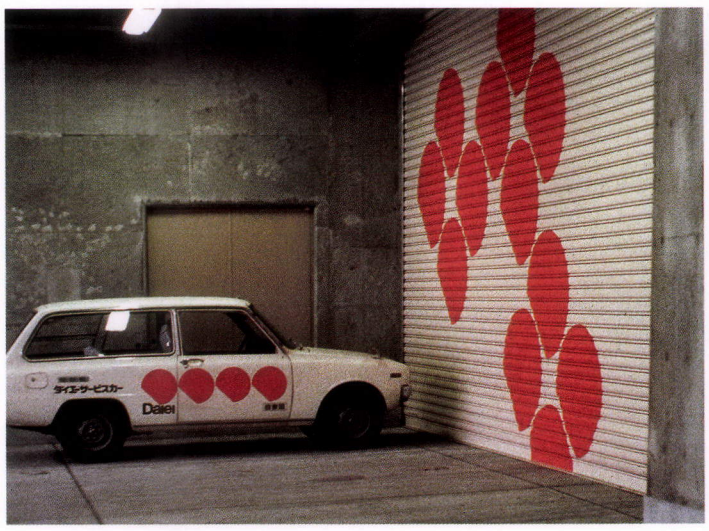




Neutral Helvetica was a conscious choice for the corporate typeface, in order not to distract the viewer's attention from the Daiei logo. The designers made a point of experimenting with duplication, resolution and color, and also published a manual showing in detail how they applied the results when creating the logo.

Ganz bewusst hat man die neutrale Helvetica als Unternehmensschrift gewählt, die dem Daiei-Logo keine visuelle Konkurrenz macht. Neben dem gewollten Spiel mit Verdopplung, Farbigkeit und Rasterung des Logos wurden sämtliche Details zur Verwendung klar definiert und in einem umfangreichen Manual festgehalten.

L'Helvetica fut délibérément choisie comme fonte pour l'entreprise parce que sa neutralité n'entrait pas en conflit avec le logo Daiei. À côté du jeu voulu sur le redoublement, le coloris et le tramage du logo, l'utilisation de chaque détail fut clairement définie et explicitée dans un vaste manuel.

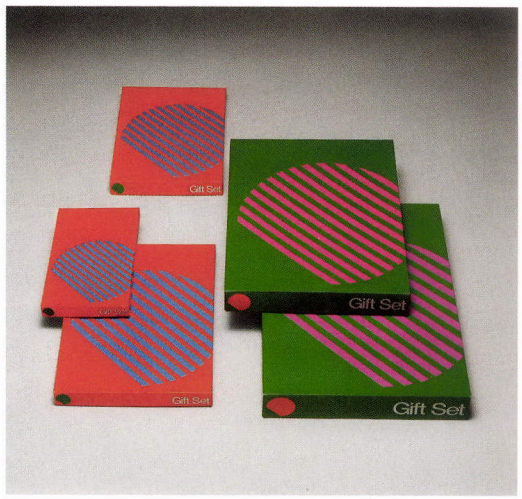





For the Daiei supermarket chain's public profile, the designers opted for restraint. Even on the company's delivery trucks there were no product images or advertising slogans but simply different versions of the trademark.

Bei der Außendarstellung der Daiei-Supermärkte wurde der moderne und zurückhaltende Gesamtauftritt der Marke konsequent gepflegt. Selbst die Lieferwagen des Unternehmens enthalten keine Produktabbildungen oder Werbeaussagen, sondern zeigen lediglich verschiedene Varianten des Markenzeichens.

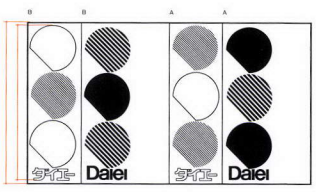
Pour la représentation extérieure des supermarchés Daiei, l'identité visuelle globale, moderne et sobre, de la marque fut cultivée de manière conséquente. Même les camions de l'entreprise ne présentent ni image de produit, ni message publicitaire, mais simplement différentes variantes de la marque commerciale.

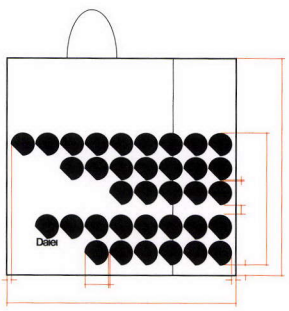


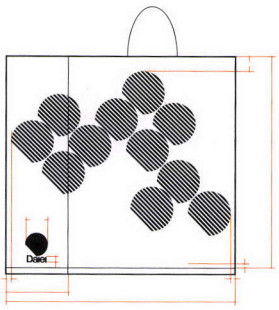
The Daiei group made extensive use of the multi-faceted logo in packaging designs for its own-label products. Such an array of variations on the logo made for high-quality packaging with each version inextricably linked to the master brand.

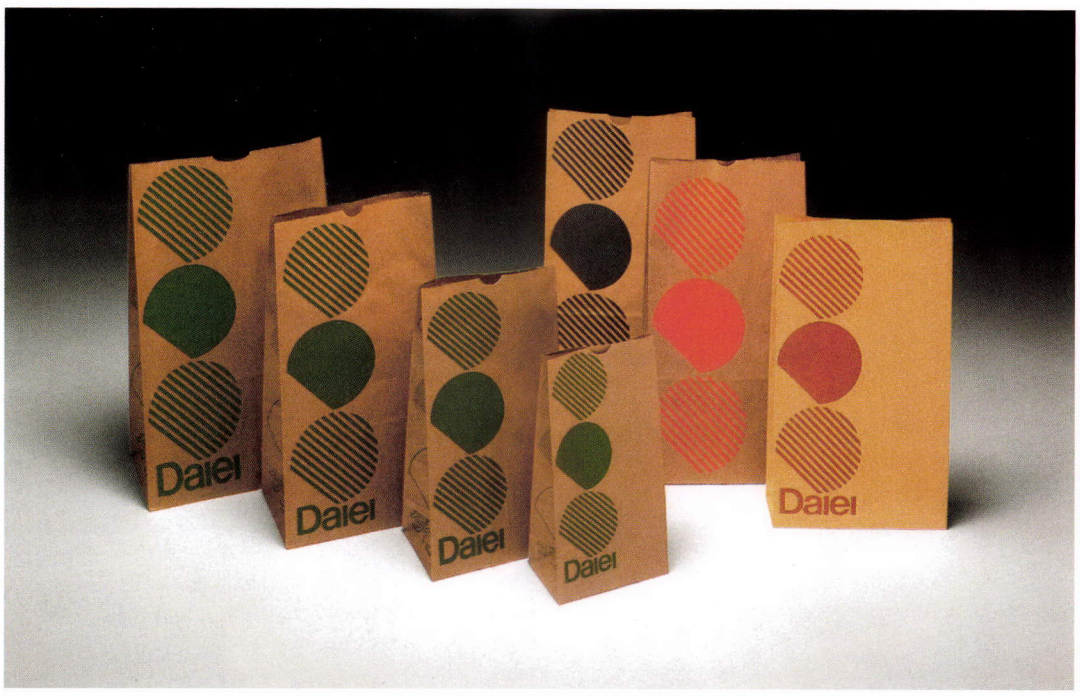
Die vielfältigen Spielarten, die das Erscheinungsbild mit sich brachte, wurden bei Entwürfen für Verpackungen von Eigenprodukten der Daiei-Gruppe ausgiebig genutzt. Die Produkte erhielten einen eigenen hochwertigen Charakter, standen jedoch trotz allen Variantenreichtums immer in untrennbarer Verbindung zur Hauptmarke.

Les nombreuses déclinaisons découlant de l'identité visuelle furent abondamment utilisées sur les emballages des produits du groupe Daiei, qui reçurent leur propre caractère haut de gamme tout en restant toujours indissolublement liés à la marque principale malgré la richesse des variantes.

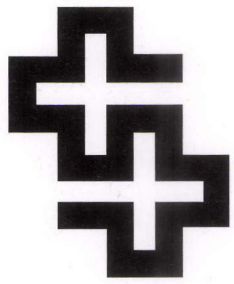


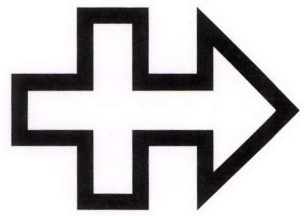



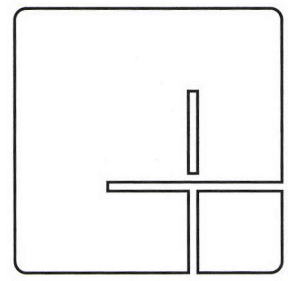
# Croix



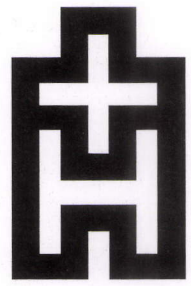
**Patentamt St. Gallen**
Patents office
1968 · Robert Geisser · CH



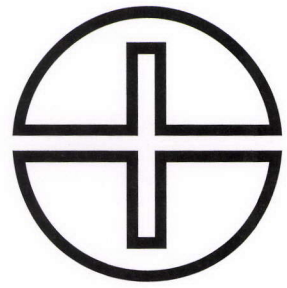
**Konservative Christlichsoziale Volkspartei**
Political party
1960 · Robert Geisser · CH



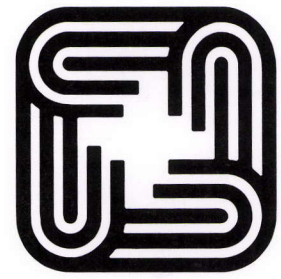
**Omnium Technique Hôtelier**
Engineering
1967 · Gérard Ifert/Publicis · FR



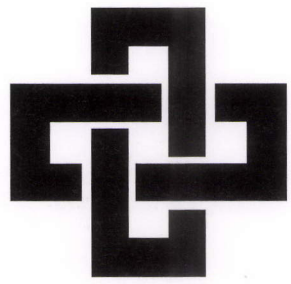
**Helvetas Fonds für Entwicklungshilfe**
Development aid
1965 · Christian Lang · CH



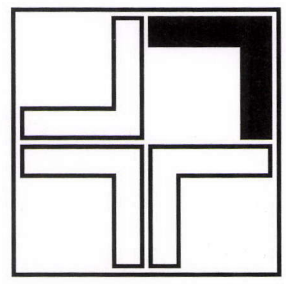
**Methodistenkirche der Schweiz**
Church
1968 · Emanuel Bosshardt · CH



**Schweizerische Textilindustrie**
Textiles
1960s · Ernst Jaggi · CH



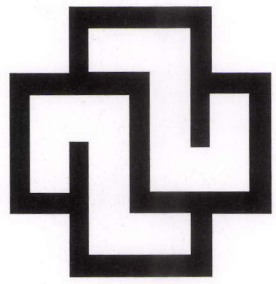
**Sulzberger & Co.**
Bank
1966 · Hans Hartmann · CH



**System Three**
Market research
1966 · Ian Bradbery · UK

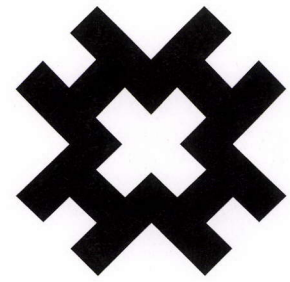
**National Dental Hospital**
1976 · Guillermo Gonzáles Ruiz · AR

# Kreuz



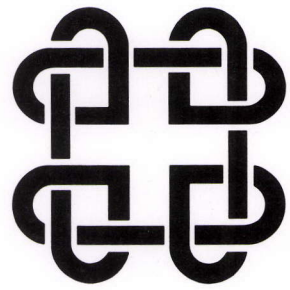
**Schweizerische Kreditanstalt**
Bank
1967 · Willy Wermelinger · CH

**Sharp Grossmont Hospital**
1973 · Calvin Woo · US

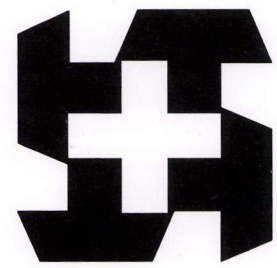


**Hollister**
Medical supplies
1979 · Jack Weiss, Randi Robin · US

**Schweizer Radio**
Broadcasting
1978 · Roland Hirter · CH

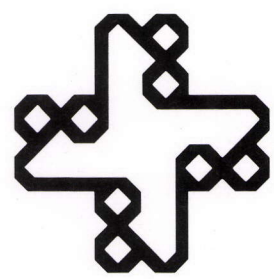


**Schweizer Europahilfe**
Aid agency
1940s · Eugen & Max Lenz · CH

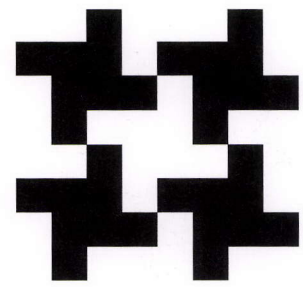


**Schweizer Reederei**
Shipping
1950s · Marcel Wyss · CH

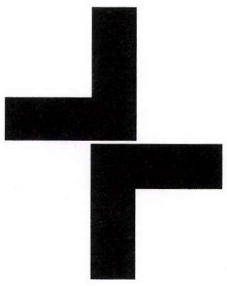
**Stiftung Schweizer Spitzensport**
Sports foundation
1972 · Hansruedi Scheller · CH



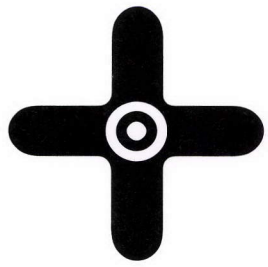
**Religious Television Programs**
Broadcasting
1968 · Yvon Laroche · CA



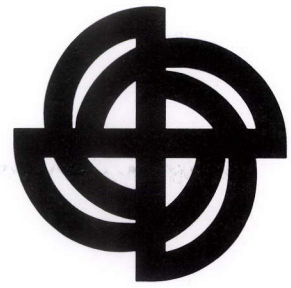
**Maestrelli**
Textiles
1960s · Franco Grignani · IT



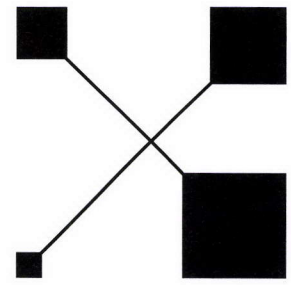
**Marler Haley**
Exhibition materials
1961 · June Fraser/
Design Research Unit · UK



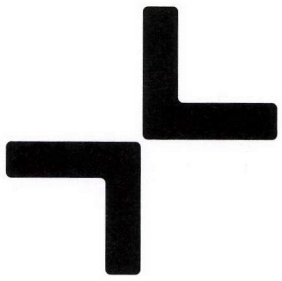
**Tokamachi**
Textiles
1963 · Takashi Kono · JP



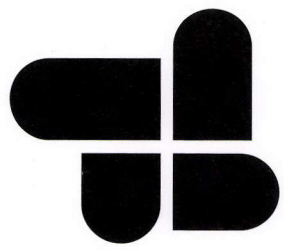
**Brookvent**
Ventilation systems
1964 · Henrion Design Associates · UK



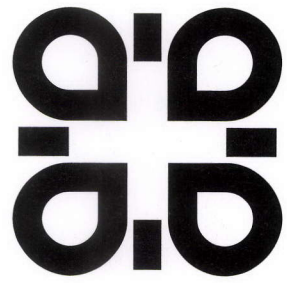
**Museo de Arte, Caracas**
Museum
1983 · Gerd Leufert · VE



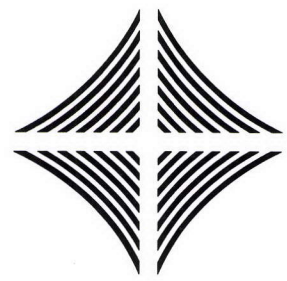
**Low's**
Printing
1962 · Hayward R. Blake · US



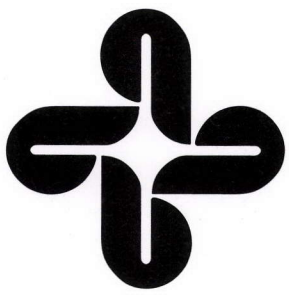
**Da Costa & Asociados CA**
Market research
1969 · Reynaldo Da Costa · VE



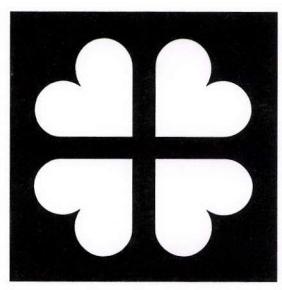
**Verband Schweizerischer Stickerei-Exporteure**
Clothing
1960s · Otto Krämer · CH



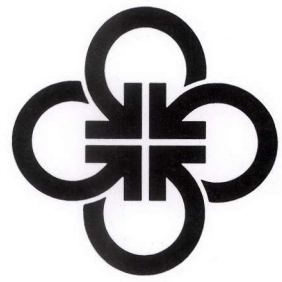
**Shintoku Electronic**
1968 · Hiromu Hara/
Nippon Design Center · JP



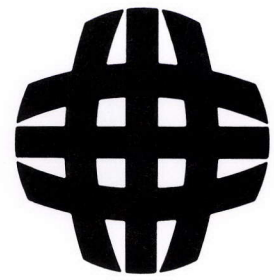
**Stephan Zucker & Associates**
Real estate
1981 · Azar Khosrovi-Ivorsohk · US



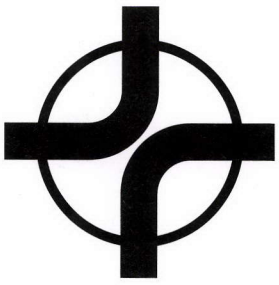
**Blutzentrale, Stuttgart**
Blood donation
1970s · Hannes Schober,
Wolfram Reinhardt · DE



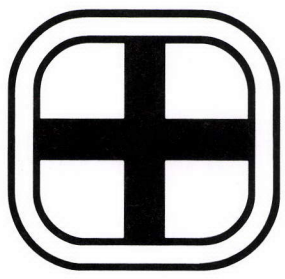
**Gaudenzia Drug Rehabilitation Center**
1971 · Richard Yeager,
Mike Chapman · US



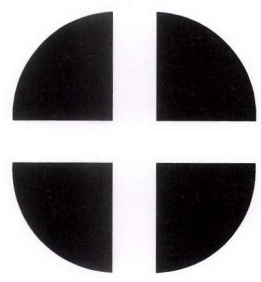
**I Propilei**
Publishing
1965 · Daniele Baroni · IT



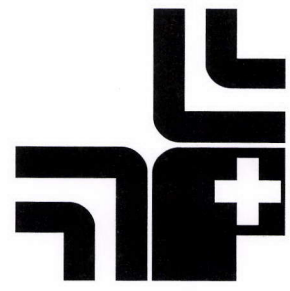
**Rohrleitungsbau Finow**
Pipes
1965 · Werner Rudolph · DE-GDR



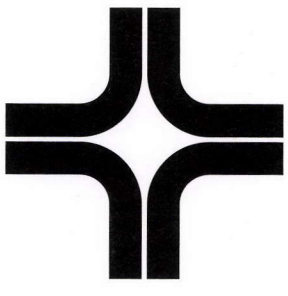
**Asia**
Ski manufacturing
1960s · Gan Hosoya · JP



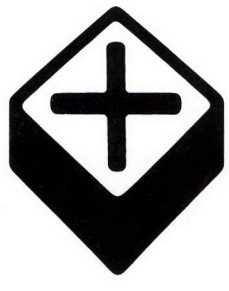
**Pavia Municipality Town Hall**
1981 · R. Nava, D. Soffientini,
A. Ubertazzi · IT



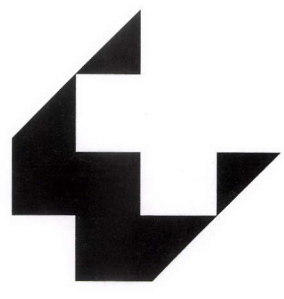
**Associazione Campeggiatori Turistici d'Italia**
Camping association
1971 · Giovanni Brunazzi · IT



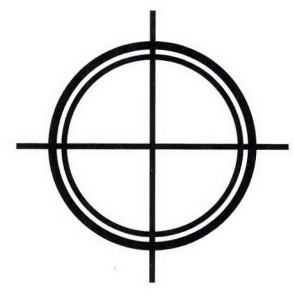
**Toronto Council of Catholic Men**
1968 · William Newton,
Jurgen Hoffmann · CA



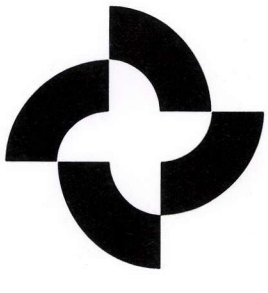
**Ekco Containers**
1960s · Don Marvine/
Latham Tyler Jensen · US



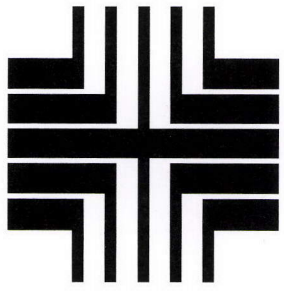
**Beekman Downtown Hospital**
1969 · Philip Gips · US



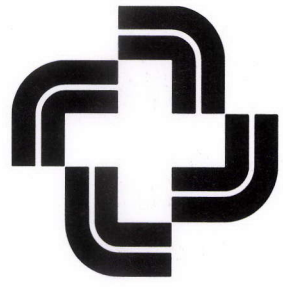
**Junger Instruments AB**
Precision technology
1968 · Geoffrey Woollard/
Allied International Designers · UK



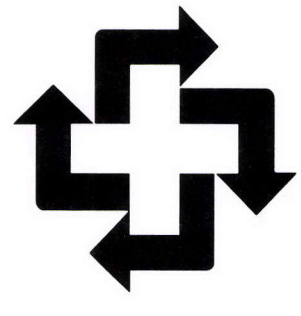
**Canadian Guild of Crafts**
National crafts trust
1964 · Heiner Hegemann/
Chermayeff & Geismar · CA



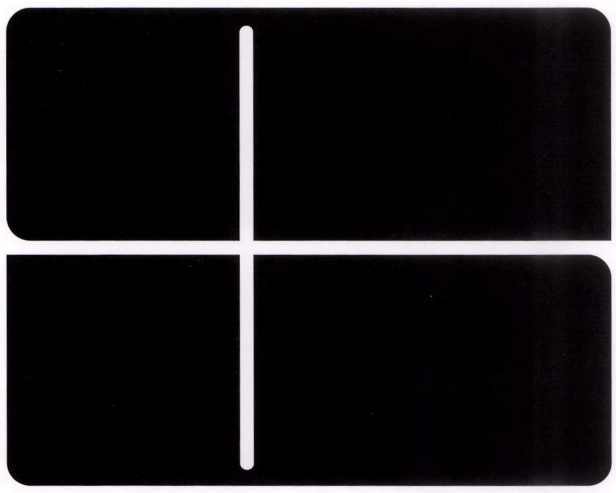
**Pitney Bowes**
Business equipment
1971 · Robert A. Gale · US



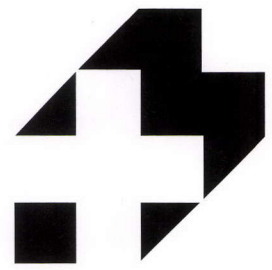
**St. Luke's Hospital**
1972 · Terry Lesniewicz, Al Navarre · US



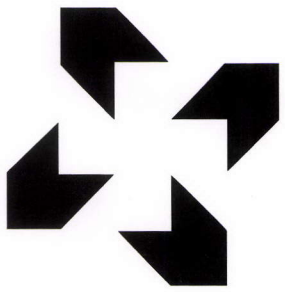
**Hospital Management Systems Society**
Healthcare organization
1967 · Beau Gardner · US



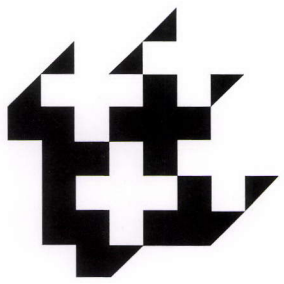
**Scandinavian Windows**
1969 · David J. Plumb · UK



**Aannemerscombinatie Bouw Binnenziekenhuis**
Hospital
1969 · Ben Bos/Total Design · NL

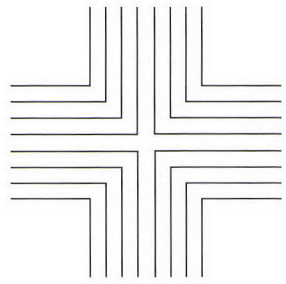


**Hospital Consortium**
Medical center alliance
1974 · Michael Vanderbyl · US

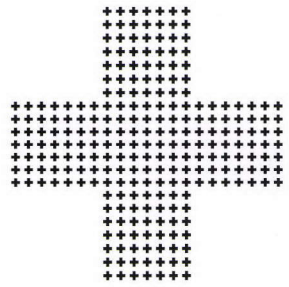


**Medical Leasing Company**
Healthcare
1975 · Charlotte Potts · US

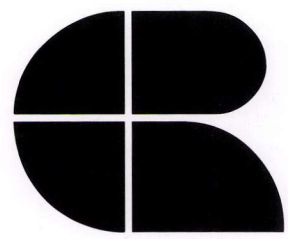
**Japan Textile Association**
1967 · Takashi Kono · JP



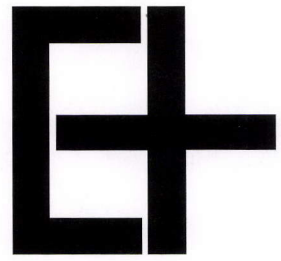
**Salisbury Theological College**
1967 · Keith Murgatroyd · UK



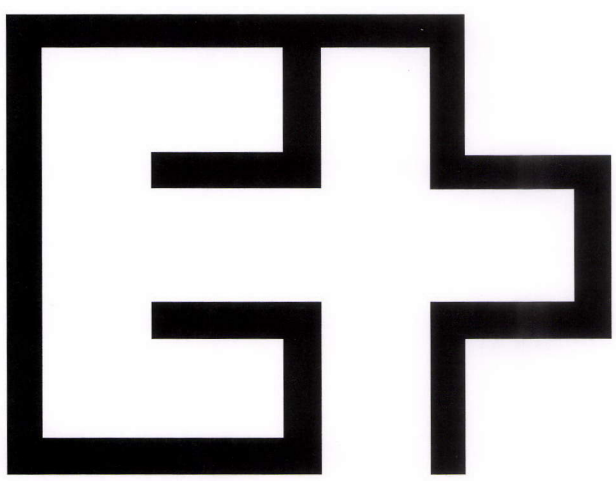
**Red Cross International, Havana**
Aid agency
1958 · Félix Beltrán · CU



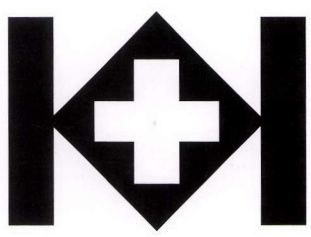
**Capital Planning Resources**
Real estate
1974 · Mike Quon · US



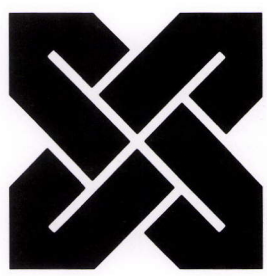
**Eurocross**
Transportation
1972 · John Nash/
Richard, Nash & Friends · UK



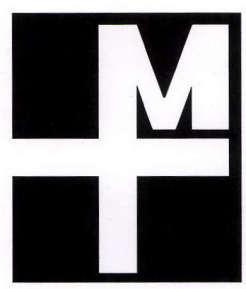
**F. Hoekendijk Kerk**
Church
1971 · Jan Jaring · NL



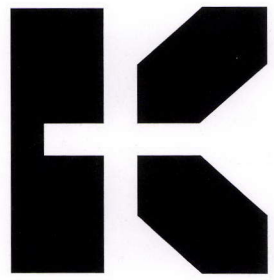
**K+K Medical**
Medical supplies
1982 · Scott Engen · US



**Bouwmij Janssen**
Construction company
1964 · Marcel Pijpers · NL

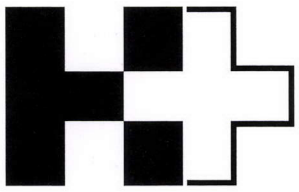



**Merrill Lynch, Pierce, Fenner & Smith**
Stockbrokers
1962 · Lester Beall · US

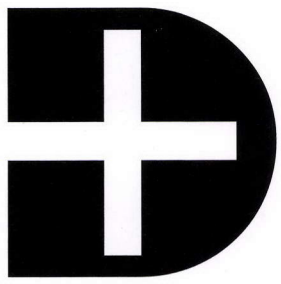


**Schweizerische Kreditanstalt**
Bank (proposed design)
1967 · Jörg Hamburger · CH

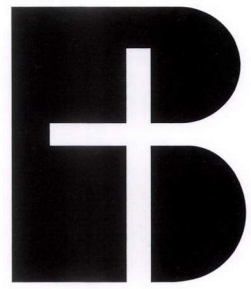
**Schweizerische Landesausstellung, Lausanne**
Exhibition
1964 · Armin Hofmann · CH



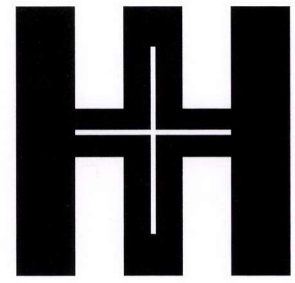
**Hospicare**
Hospital services
1969 · Detlef Hallerbach · US



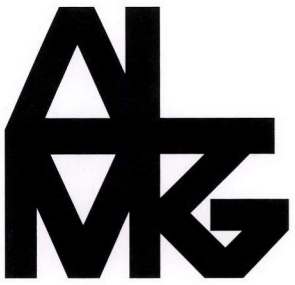
**Dillman+Danaher**
Investment
1970 · Allan W. Miller · US



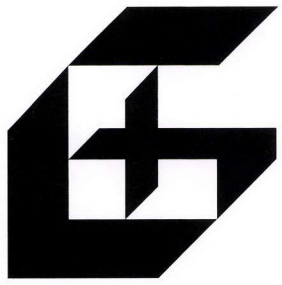
**Kirchengemeinde Buchthalten**
Church
1960s · Peter G. Ulmer · CH



**Haig & Haig**
Whiskey (proposed design)
1964 · Paul Frick · US

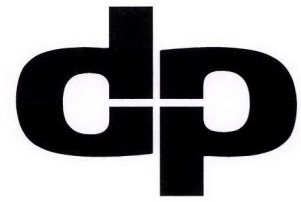


**Sacill**
1941 · Max Huber · IT

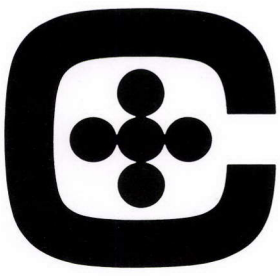


**Kashiwaba Neurosurgery**
Hospital
1982 · Shin Ikeda · JP

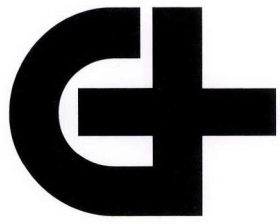
**Senior Jesuits Program**
Religious organization
1978 · Edward Hughes · US



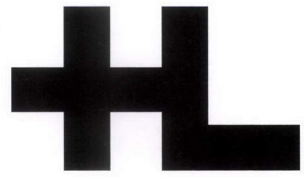
**Dreesen + Poersch**
Advertising
1965 · Anonymous · DE



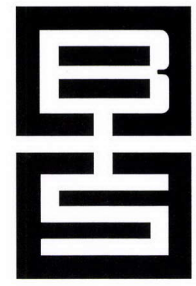
**W. B. Cross**
Dairy products
1970 · Ron Richards · CA



**The Glenbrook Hospital**
1974 · Edward Hughes · US

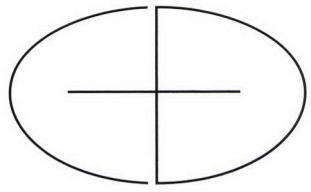


**Expo '64, Lausanne**
World's fair (proposed design)
1964 · Kurt Wirth · CH



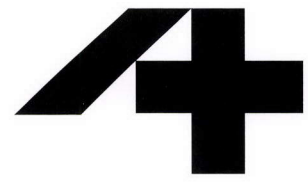
**B+S Sägewerk**
Sawmill
1960s · Hans-Joachim Brauer · DE

**Hôpital Notre-Dame, Montreal**
Hospital
1970 · George Huel · CA

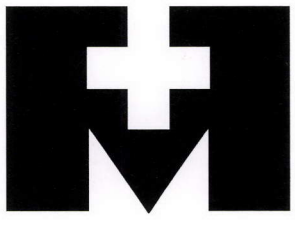


**Communication+Design**
1972 · Gerold Schmidt · DE

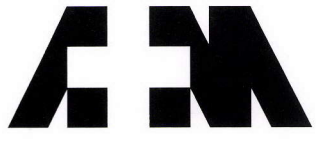
**Fahrni & Palermo**
Brakes
1960s · Roger-Virgile Geiser · CH



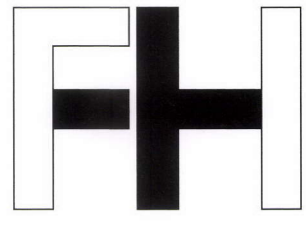
**4th Congress of Red Cross International, Havana**
Aid conference
1962 · Félix Beltrán · CU



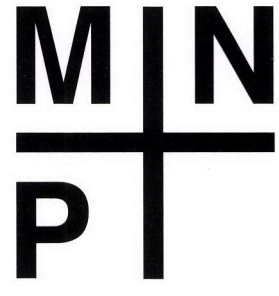
**Pharmacies Modernes**
Pharmacy chain
1961 · Rolf Harder/
Design Collaborative · CA



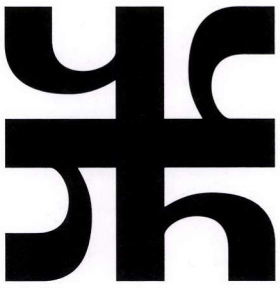
**University of Utah Medical Center**
Health center
1980 · Michael Richards,
Bill Swensen · US



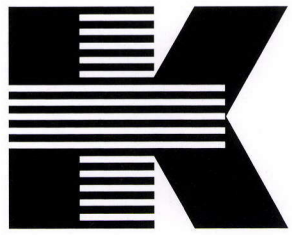
**Fédération Horlogère, Biel**
Watches
1961 · GGK · CH



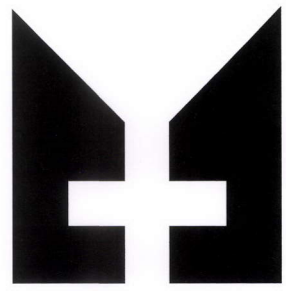

**M+N+P**
Design
1960 · Aloísio Magalhães, Luiz Fernando
Noronha, Artur Lício Pontual · BR



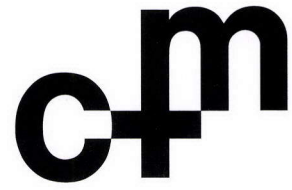
**Hospitales Unidos de Barcelona**
Hospital association
1959 · Ribas & Creus · ES



**Kent County Memorial Hospital**
1981 · George Delany · US

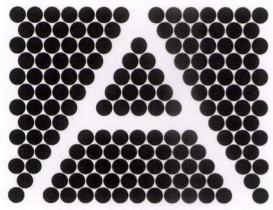


**Mental Health**
Medical equipment
1979 · Ken'ichi Hirose · JP

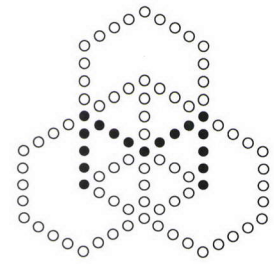


**Cryer & Marchant**
Photography
1965 · Tony Forster · UK

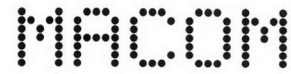
# Points



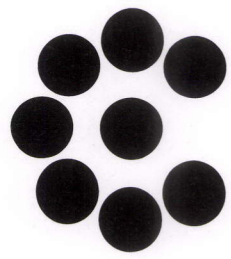
**Attco**
Theatrical staging and lighting
1967 · Clarence Lee · US



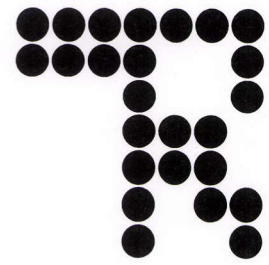
**Metra International**
Management consultancy
1958 · Henrion Design Associates · UK




**Macom**
Computer equipment
1960s · Alfons Boehm · CH



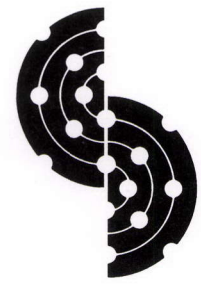
**Con-centra-bau**
Construction company
1971 · Wolf D. Zimmermann · DE



**Roggero & Tortia Poligrafico**
Printing
1969 · Giovanni Brunazzi · IT

**Arflex**
Furniture
1960s · Albe Steiner · IT

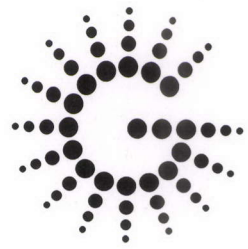
**Gucker and Goldstein**
Lace importers
1962 · Robert P. Gersin · US



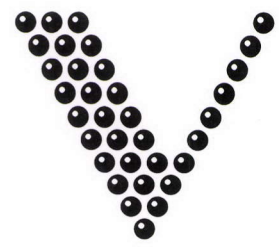
**Sigen**
Nuclear research
1975 · Giovanni Brunazzi · IT

**Reuters**
News agency
1966 · Crosby, Fletcher, Forbes · UK

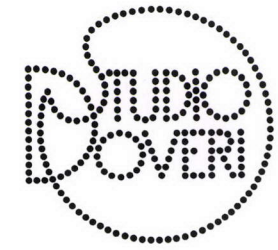
# Punkte



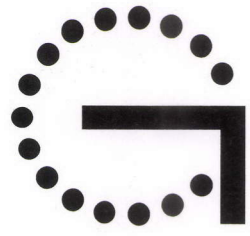
**Grand Dinner Theater**
1982 · Joseph Boggs · US



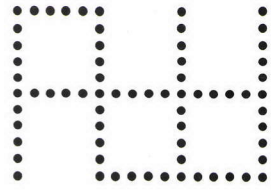
**Vide**
1978 · Silvio Coppola · IT




**Studio Doveri**
Design
1983 · Claudio Doveri · IT

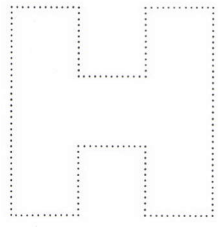


**Grays of Cambridge**
Sporting goods
1963 · David Harris · UK

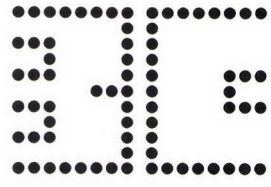


**Pritchard Wood and Partners**
Advertising
1964 · Henrion Design Associates · UK

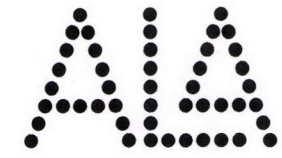
**Société Générale des Coopératives de Consommation**
Supermarket chain
1966 · Raymond Loewy/CEI · FR



**Holmen Paper**
1965 · Crosby, Fletcher, Forbes · UK

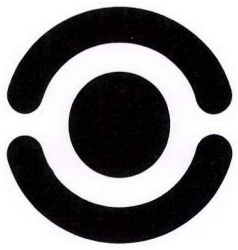


**Business Computers**
1968 · Talmadge, Drummond & Partners · UK

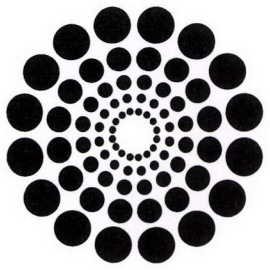



**The American Library Association, Chicago**
1965 · Vance Jonson · US

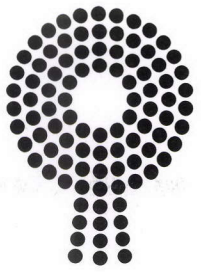
# Dots



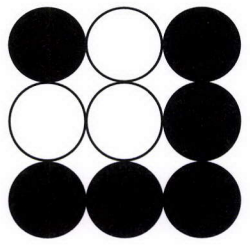
**Jeune France**
Political youth organization
1972 · Jean Delaunay/Look · FR



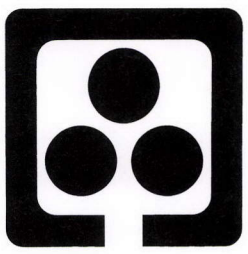
**Exhibition Services**
1960s · Erberto Carboni · IT



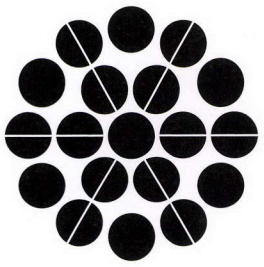
**Aid Association for Lutherans**
Insurance
1968 · Morton Goldsholl · US



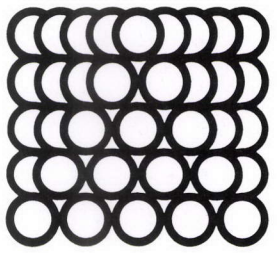
**Video 9**
Broadcasting
1973 · Anne-Marie Latrémolière/
Hollenstein Création · FR



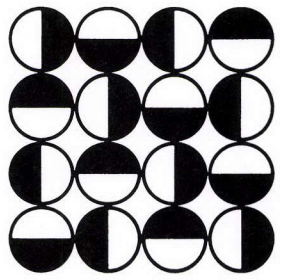
**Rautatiekirjakauppa**
Public transport
1964 · Bror B. Zetterborg · FI



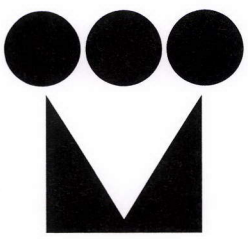
**Kosmos**
Flowers
1967 · Jan Jaring · NL



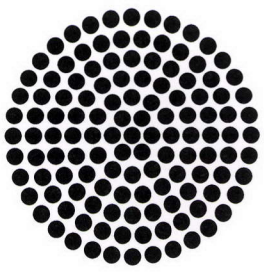
**Centro Médico Docente La Trinidad**
Hospital
1972 · Gerd Leufert · VE



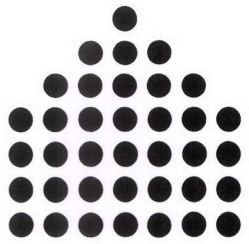
**Color, Línea, Luz**
Art exhibition
1969 · Gerd Leufert · VE



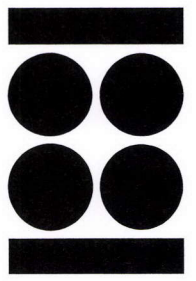
**Matvörur Hf.**
Foods
1969 · Thröstur Magnusson, Hilmar
Sigurdsson/Argus Advertising · IS



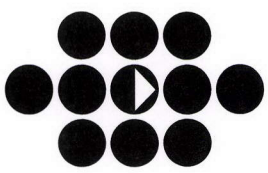
**Cumberland Furniture Corporation**
Office furniture
1960s · Rudolph de Harak · US



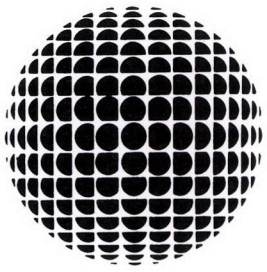
**Halftone House**
Printing colors
1965 · Tom Woodward · US



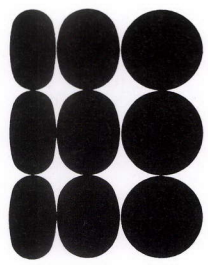
**Banco del Estado**
Bank
1977 · Dicken Castro · CO



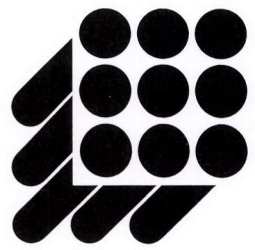
**Liikkeenjohdon Valmennus-Rastor**
Education
1968 · Juhani Parikka/
Markkinointi Viherjuuri · FI



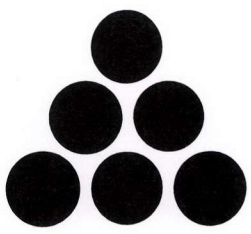
**Roosevelt University**
1971 · Edward Hughes · US



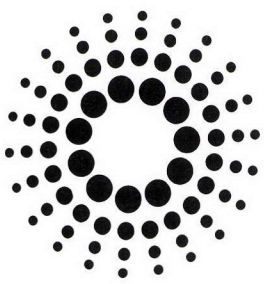
**Conicit**
Research institute
1970 · Gerd Leufert · VE



**Labora Mannheim**
Laboratory equipment
1974 · Erwin Poell · DE

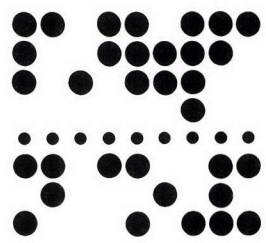


**Escuela de Administración Pública**
School
1971 · Dicken Castro · CO

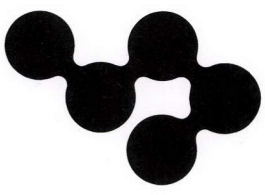


**Everbrite Electric**
1970s · Tomoko Miho/
George Nelson & Co. · US

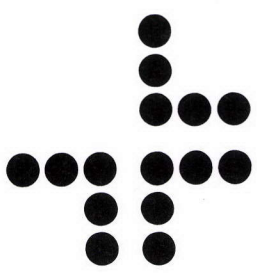
**Taichi Shoji**
Public relations
1981 · Ishine Nituma,
Taijiro Nakayama · JP



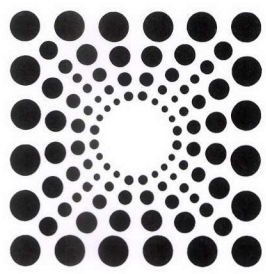
**Engels & van Ooststroom**
Design
1968 · Frits W. van Ooststroom · NL



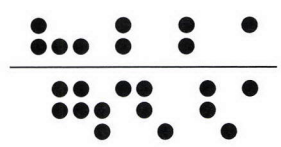
**Nishikawa Sangyo**
Bedding materials
1976 · Mitsuo Ishida, Shoji Sato · JP



**Jen Elettronica**
Electronics
1979 · Beppe Benenti · IT



**Kim Lighting**
1970 · Ray Engle · US

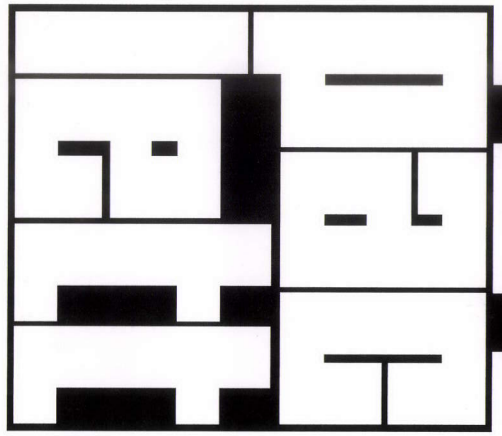


**Van Dien, van Uden, Besançon,**
**Koppenberg & Co.**
Accounting
1968 · Louis Swart · NL

# Figurative

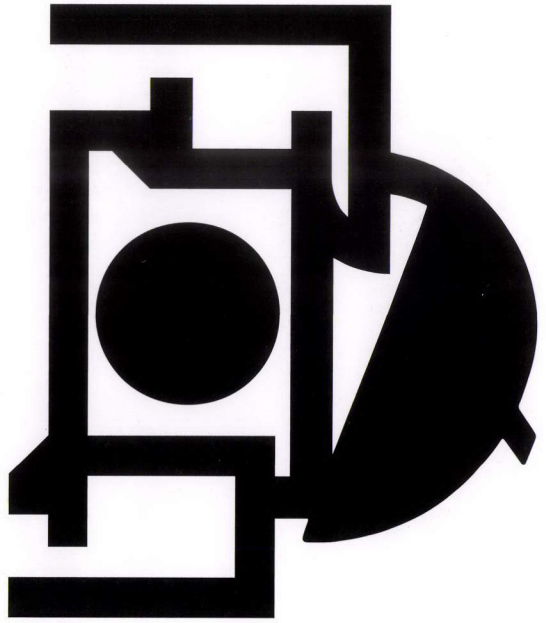
# Figürlich

# Figuratif

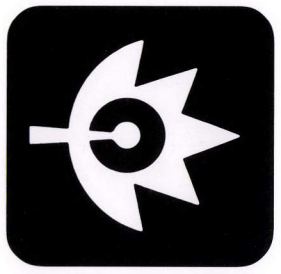


**Paclett**
Paper
1960s · Ingo & Christine Friel · DE

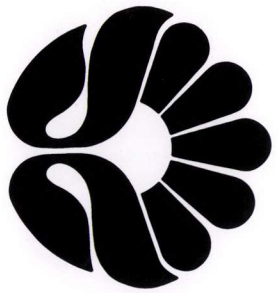
**AGM**
Miniature models
1967 · Bob Gill · US/UK



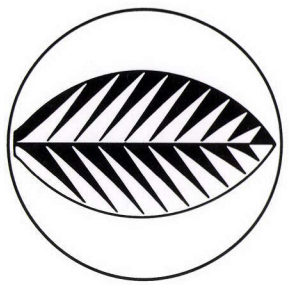
**Dos Aktuelle Bild der DEWAG**
Advertising services
1965 · Herbert Prüget · DE-GDR



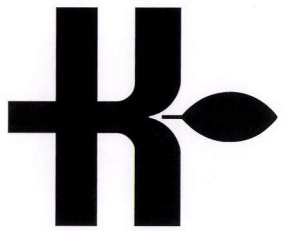
**Research Park**
Real estate
1963 · Read Viemeister/
Vie Design Studios · US



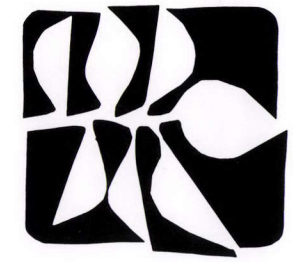
**Sungarden**
Real estate
1973 · John Spatchurst · AU



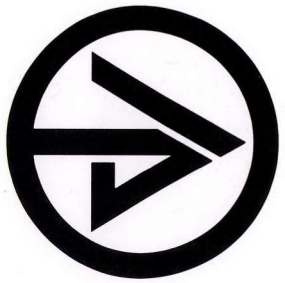
**Tabakblatt Kristinus**
Cigarettes
1960s · Bruno K. Wiese · DE



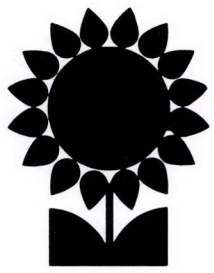
**F.lli Franchi**
Seeds
1968 · Piero Ottinetti · IT



**Lake Forest Open Lands Association**
Environmental body
1968 · Bruce Beck · US

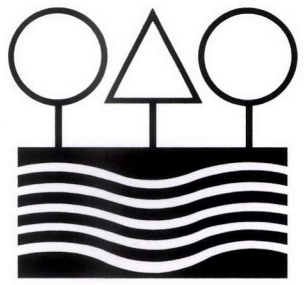


**International Paper Company**
Paper and packaging
1959 · Lester Beall · US

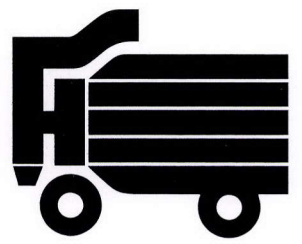


**Editorial Fabril**
Publishing
1962 · Rómulo Macció · AR

**O.E.C.D.**
Trade organization
1964 · Jacques Nathan-Garamond · FR

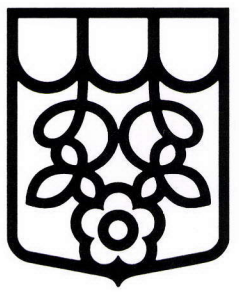


**Middlechurch Home of Winnipeg**
Nursing home
1965 · William Mayrs · CA

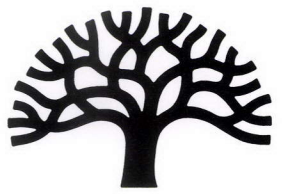


**System Truck Painting**
Vehicle painting
1964 · James Cross · US

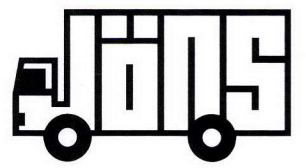
**Baumschule**
Tree nursery
1960s · Helmuth Kurtz · CH



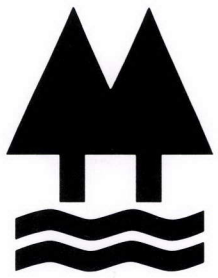
**Cousances**
Kitchen appliances
1972 · Jean Delaunay/Look · FR



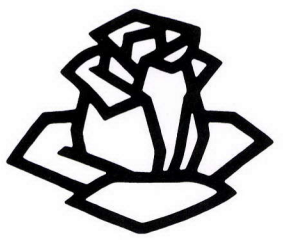
**Janss Canejo Community**
Neighborhood organization
1964 · Ken Parkhurst · US




**Jöns**
Transportation
1970s · Heinz Schwabe · DE



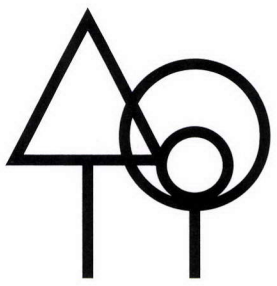
**Baumschule Ketzin Havel**
Tree nursery
1965 · Herbert Prüget · DE-GDR



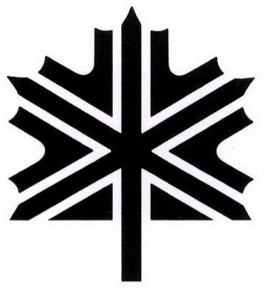
**Florex Pentti Kauhanen**
Flowers
1968 · Eka Lainio/
Markkinointi Viherjuuri · FI

**The Marin Jewish Community Center**
Cultural organization
1960s · Robert Pease · US

**Curling Club Basel**
Sports organization
1967 · Jürg Spahr · CH



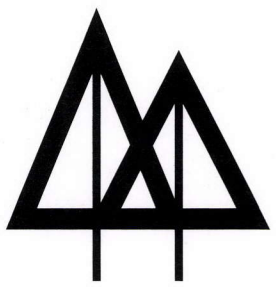
**Canadian Society of Landscape Architects**
1966 · Jacques E. Charette · CA



**Jay Ski Village**
Ski resort
1967 · Ken Parkhurst · US

**Robert's Dairy Company**
Foods
1960 · Thomas Laufer & Associates · US

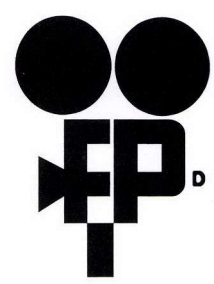
**Müller & Kalkow**
Soap
1965 · Heinz Israel · DE-GDR



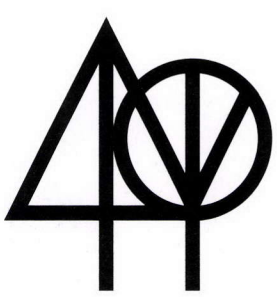
**Canadian Pulp & Paper Association**
1967 · William Kissiloff/
Kissiloff & Wimmershoff · CA

**Air Canada**
Airline
1963 · Hans Kleefeld/
Stewart & Morrison · CA

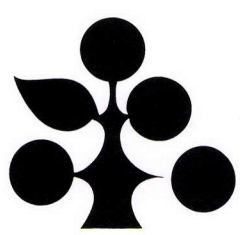
**Autark**
Measuring instruments
1940s · Walter Herdeg · CH



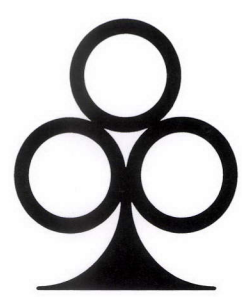

**Film Projects**
Film production
1960s · Joe Caroff/
Design Associates · US



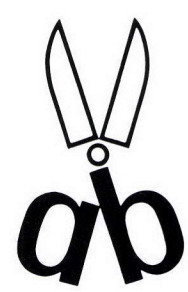
**Sheridan Nurseries**
Landscape architecture
1968 · Manfred Gotthans/
Chris Yaneff · CA



**Uniplan**
Bank
1969 · Raymond Gid · FR

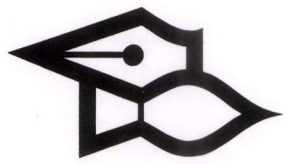


**Assofrutta Etnea**
Fruits
1970 · Sergio Salaroli · IT




**Alessio Bassi**
Metal goods
1960s · Giancarlo Guerrini · IT

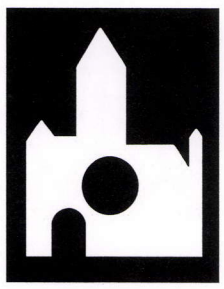
**VEB Fernmeldewerk**
Telecommunications
1965 · Alfons Hopf · DE-GDR



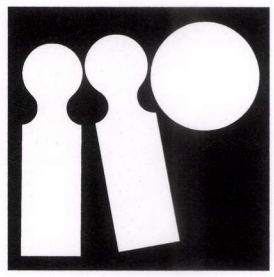
**Studio Friel**
Design
1960s · Ingo & Christine Friel · DE

**Vitam**
Fruits
1948 · Max Huber/Studio Boggeri · IT

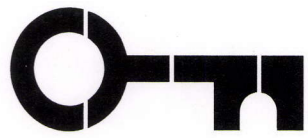
**Liberazione e Sviluppo**
Development aid
1971 · Ilio Negri · IT



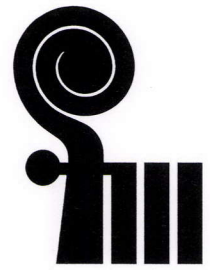
**Märkisches Museum**
Museum of local history
1965 · Günter Henkel · DE-GDR



**Mondial Toys**
Children's toys
1972 · Walter Del Frate · IT

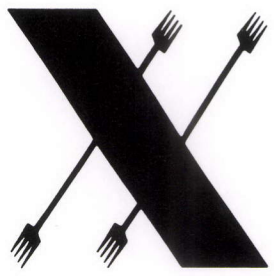


**Cercle du Livre Economique**
Publishing
1968 · Lonsdale Design · FR



**Musik-Biennale**
Music festival
1965 · Herbert Prüget · DE-GDR

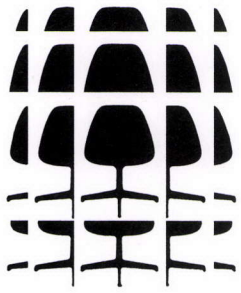
**Emanuel Turowski**
Telecommunications
1953 · Gerd Leufert · VE



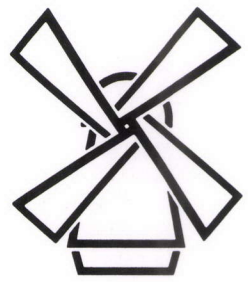
**Cordon Bleu de Venezuela**
Canned foods
1963 · Nedo Mion Ferrario · VE

**Shiroya**
Laundry
1965 · Mitsuhiko Sasao/
McCann Erickson-Hakuhodo · JP

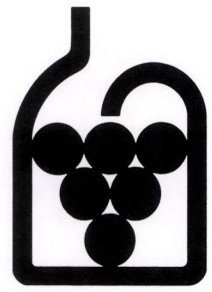
**Landwirtschaftsausstellung der GDR**
Exhibition
1965 · Karl Thewalt · DE-GDR



**Steelcase**
Furniture
1970 · Vance Jonson · US

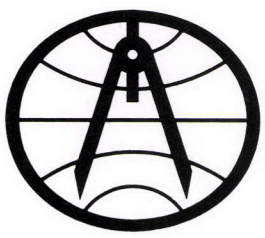


**Il Mulino**
Publishing
1968 · Walter Hergenröther · IT

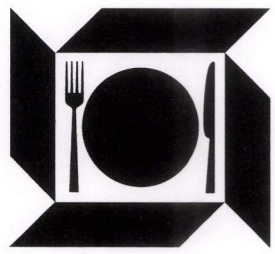


**Ermolao**
Wines
1968 · Enzo Scarton/Alfa Studio · IT

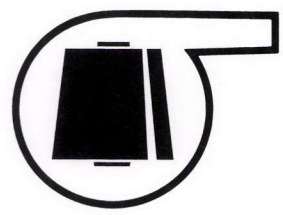
**Oy Airam**
Light-bulbs
1961 · Kyösti Varis · FI



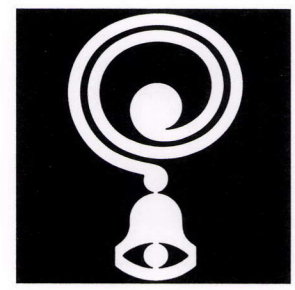
**Rand McNally & Company**
Publishing
1964 · Bruce Beck/
The Design Partnership · US



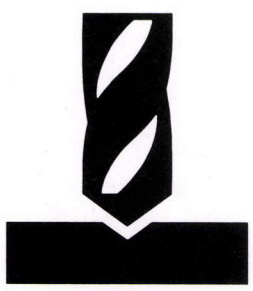
**Danish Agricultural Marketing Board**
Food products
1963 · Adam Moltke · DK



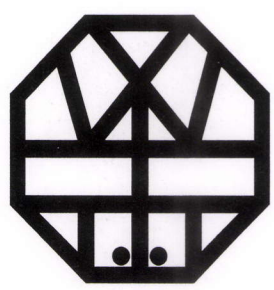
**Garnfabrik**
Yarns
1950s · Heinz Schwabe · DE



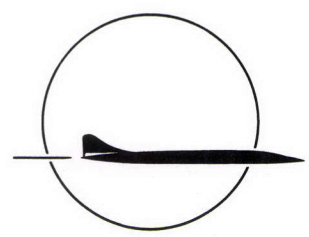
**RAI Radiotelefortuna**
Television lottery
1967 · Pino Tovaglia · IT



**VVB Werkzeugmaschinenwerke**
Machine tools
1965 · Wolfgang Hoepfner · DE-GDR

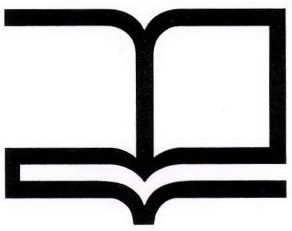


**Liviana**
Clothing
1965 · Enzo Scarton/Alfa Studio · IT

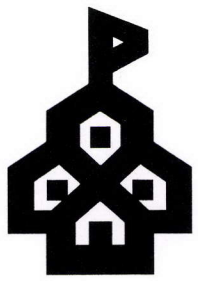


**Flughafen Hamburg**
Airport
1974 · Studio Freudenthal · DE

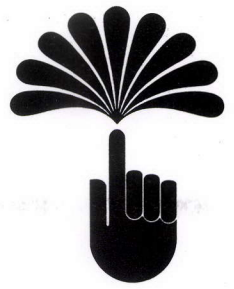
**Hallesches Laternenfest**
City festival
1965 · Gerhard Voigt · DE-GDR



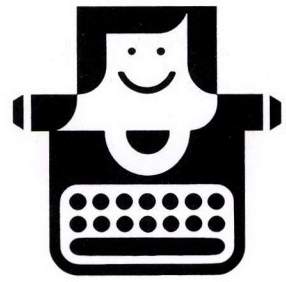
**Mál & Menning**
Publishing
1968 · Thröstur Magnusson, Hilmar Sigurdsson/Argus Advertising · IS



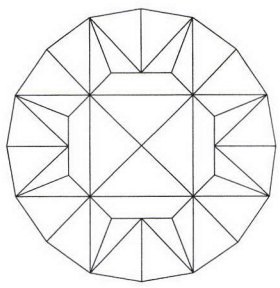
**Poikien Kaupunki**
Education
1968 · Bror B. Zetterborg · FI



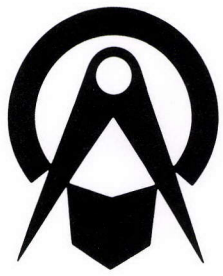
**Rous & Mann Press**
Printing
1968 · James D. Taylor/ Rous & Mann Press · CA



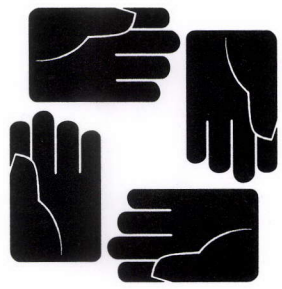
**Nancy Martin**
Writer
1965 · Jerry Braude · US



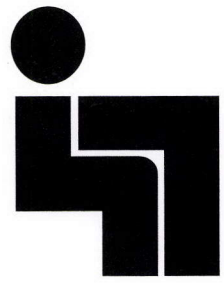
**Sebastiani Gioielli**
Jeweler
1964 · Bob Noorda/ Unimark International · IT



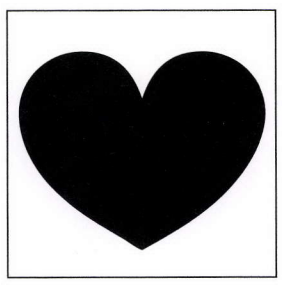
**Industriezweigakademie**
Electrical projects
1965 · Gerhard Voigt · DE-GDR



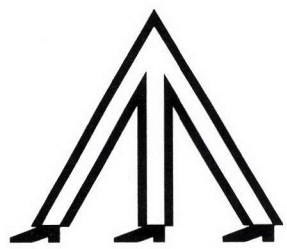
**Venezuelan Supply**
Industrial gloves
1952 · Gerd Leufert · VE



**Oppi**
School furniture
1968 · Osmo Omenamäki · FI

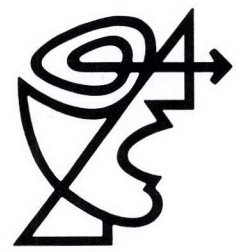


**Hjertegarn**
Yarns
1964 · Morten Peetz-Schou · DK

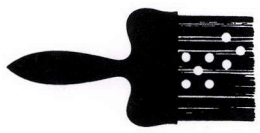


**Nihon-Reiyon**
Textiles
1965 · Shigeo Fukuda · JP

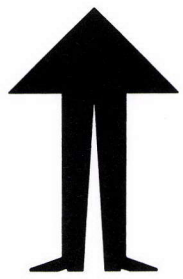
**Consejo de Artesanías**
World crafts council
1965 · Gerd Leufert · VE



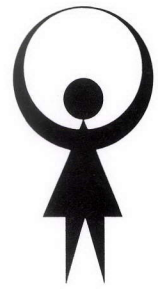
**Société Générale de Relations Publiques**
Public relations
1955 · Jacques Nathan-Garamond · FR



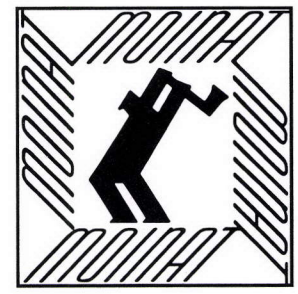
**Martin-Senour**
Paints
1956 · Morton Goldsholl · US



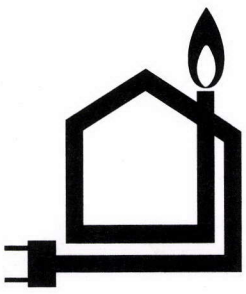
**Post Magazine**
1969 · Shigeo Fukuda · JP



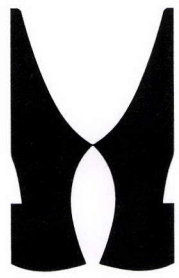
**Osaka Seisyonen Bunka No Kai**
Cultural association
1960s · Yoshio Amaya · JP



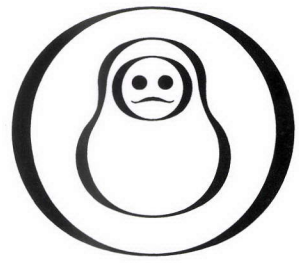
**Lois Moinat**
Furniture
1940s · Walter Herdeg · CH



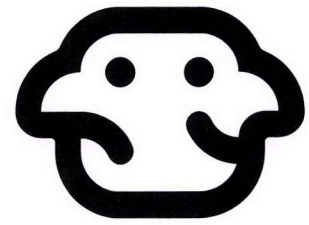
**Ariston Elettrodomestici**
Home appliances
1963 · Vittorio Antinori · IT



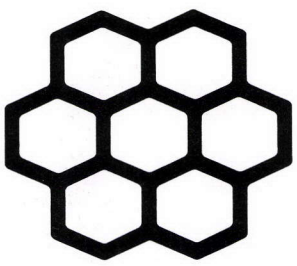
**Moreschi**
Footwear
1963 · A. G. Fronzoni · IT



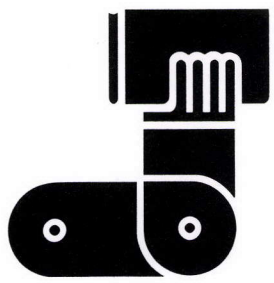
**Yokota**
Thread manufacturing
1969 · Takeshi Otaka · JP



**Comédiens Associés du Québec**
Federation of actors
1971 · Raymond Bellemare · CA



**Sveriges Biodlares Riksförbund**
Federation of beekeepers
1969 · Ove Engström · SE

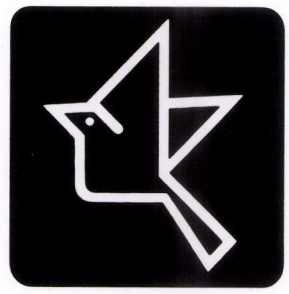


**Stichting Collectieve Propaganda van het Nederlandse Boek**
Dutch commission for book promotion
1960s · Benno Wissing · NL

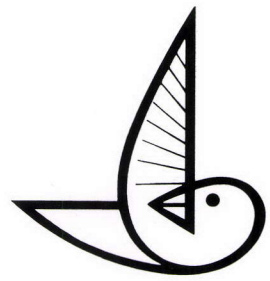
**Teatro Estable de Maracay**
Theater
1967 · Gerd Leufert · VE

**Berg- & Hüttenindustrie**
Metallurgy
1965 · Werner Duda · DE-GDR

**Fonema Idiomas**
Language school
1971 · Pérez Sánchez · ES

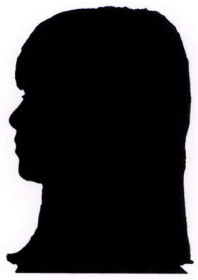


**Japan Agricultural Co-op Associations**
Bank
1968 · Yoshio Hayashi · JP



**Bonving Skofabrik**
Footwear
1960s · Fritjof Pedersén · SE

**Spielzeugmechanik Pfaffschwende**
Toys
1965 · Walter Seifert · DE-GDR



**Carol Cutner**
Photographer
1969 · Bob Gill · US/UK

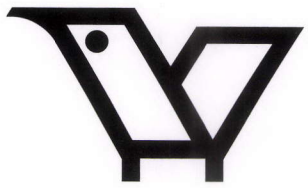
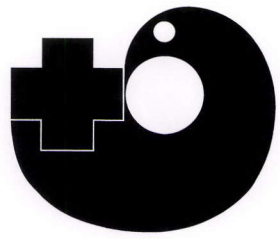
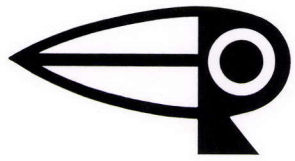


**Bild und Heimat Reichenbach**
Publishing
1965 · Peter Mantwill · DE-GDR

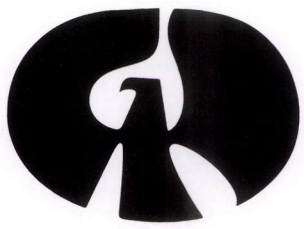


**Association d'Hospitalisation du Québec**
Healthcare organization
1966 · Pierre-Yves Pelletier · CA

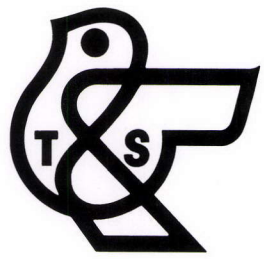


**Walther Raebel & Sohn**
Clothing
1965 · Karl-Jürgen Härtel · DE-GDR

**15th Festival Internazionale del Teatro Universitario**
Theater festival
1967 · Franco M. Ricci · IT

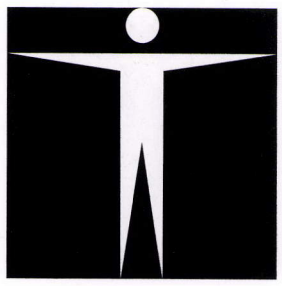


**Western Savings Bank**
1969 · Walter P. Margulies/
Lippincott & Margulies · US



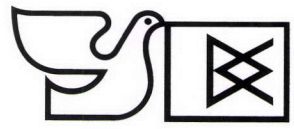

**Täuber & Sohn Verlag**
Publishing
1960s · Toni Burghart · DE

**Nordisk Lettmetall**
Metalworks
1950 · Walter Sauer · DE

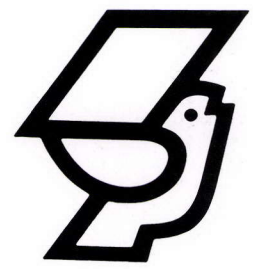


**Wm. S. Merrell**
Pharmacy
1965 · Ernst Roch/
Design Collaborative · CA

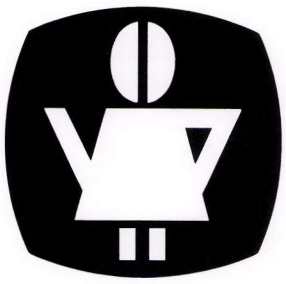
**Shimoda Prince**
Hotel chain
1973 · Shigeo Katsuoka · JP



**Barber-Ellis of Canada**
Office supplies
1964 · Manfred Gotthans/
Chris Yaneff · CA



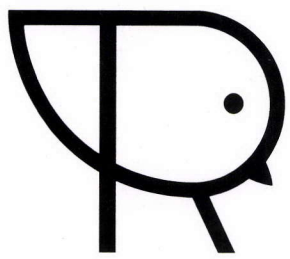
**Kulturgruppe Schiffsmontage**
Cultural association
1965 · Hans Schlapmann · DE-GDR



**La Caffetteria**
Coffee shop
1964 · Vittorio Antinori · IT

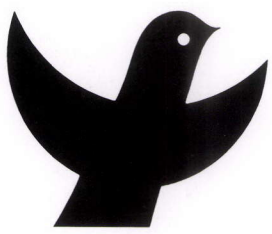
**Festival Internacional do Film**
Film festival
1965 · Pinto Ziraldo · BR

**Falken Verlag, Heinz von Känel**
Publishing
1940s · Eugen & Max Lenz · CH



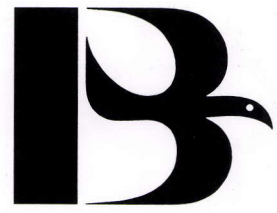
**Incubatoio Ronchi**
Poultry farming
1964 · Veniero Bertolotti/Studio 4 · IT

**Parvulario Tagore**
Girls' primary school
1967 · José Baqués · ES



**Canadian Arthritis & Rheumatism Society**
Healthcare
1965 · Eiko Pech/Stewart & Morrison · CA

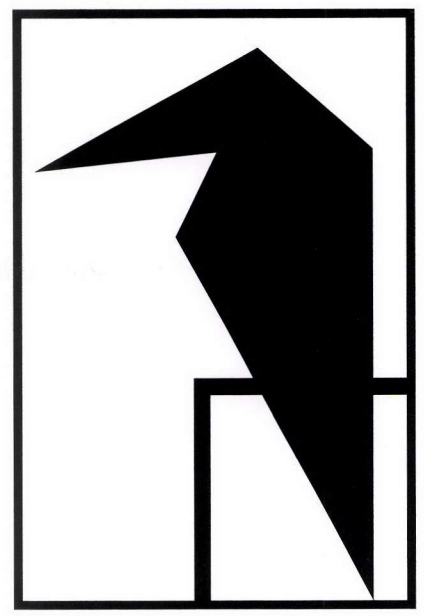
**Spring Pond Apartments**
Real estate
1968 · Robert Ivers · US



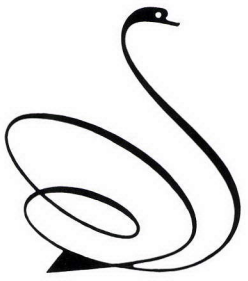
**Boles-Aero**
Travel agency
1962 · Jerry Braude · US

**Park Bellows Apartments**
Real estate
1968 · Robert Pease, Bryce Browning · US

**Schützenverband**
Sports association
1960s · Eugen & Max Lenz · CH



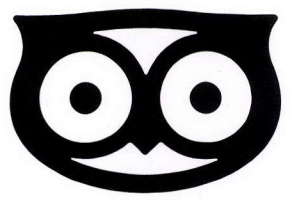
**Ravenstein Verlag**
Publishing
1955 · Hans Kramer · DE



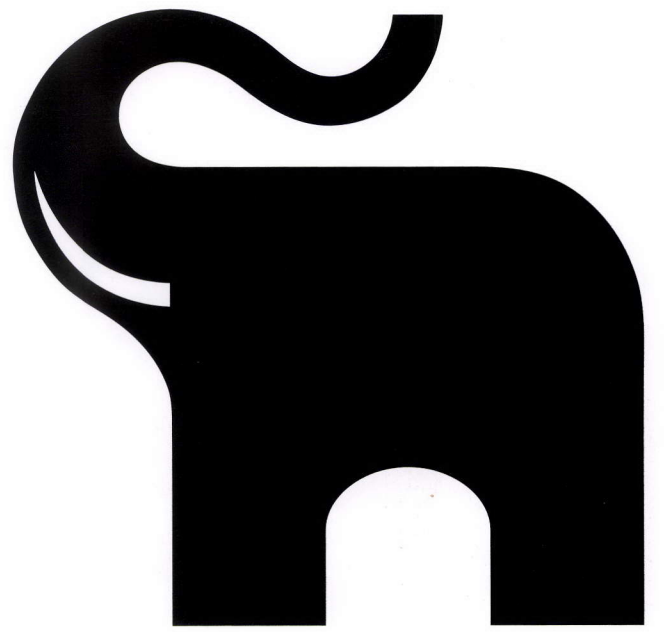
**Slendaire**
Cosmetics
1965 · Jan Hollender · PL

**Heberlein & Co.**
Textiles
1940s · Walter Käch · CH

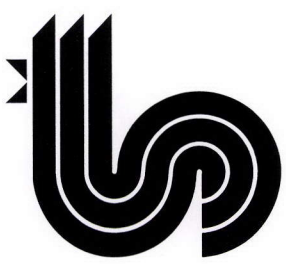
**Canada Decalcomania**
Decal manufacturer
1968 · Chris Yaneff · CA



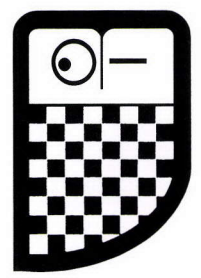
**Association of the Swedish Book Trade**
1969 · Erik Ellegaard Frederiksen · DK



**L'Elefante**
Furniture
1967 · Bob Noorda/Unimark International · IT

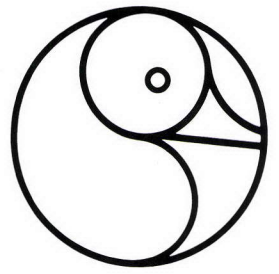


**Lanificio Rivetti**
Textiles
1968 · Silvio Coppola · IT

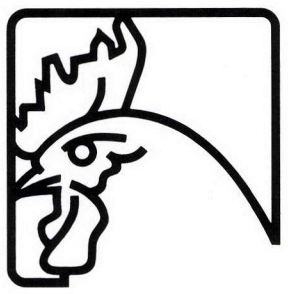


**Heibon Shuppan**
Publishing
1965 · Tadashi Ohashi · JP

**André B. Thomas**
Communication and marketing
1971 · Raymond Bellemare · CA



**Soc. Convectio**
Cookers
1970s · Stefano Simoni · IT

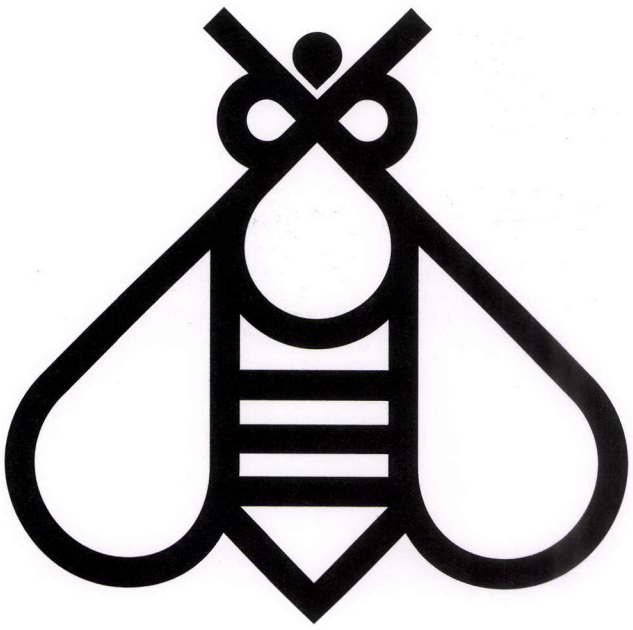


**Cresta Rossa**
Poultry
1968 · Gianni Venturino/ Studio Pentagono · IT

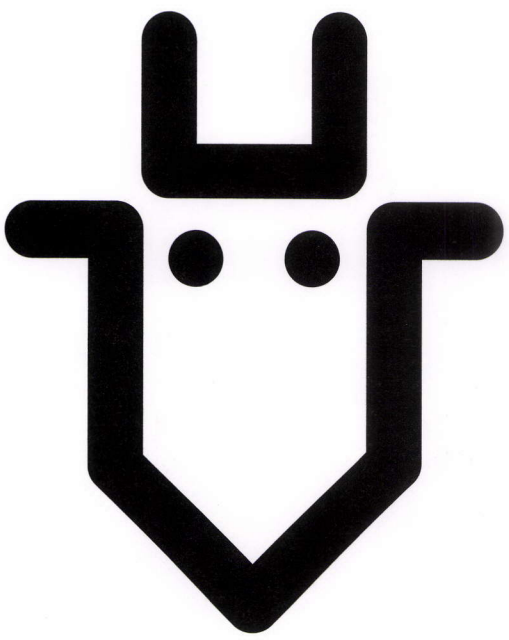
**Fulford Dodds**
Baby products
1961 · Hans Kleefeld/ Stewart & Morrison · CA

**Uusikivalehti**
Magazine
1950s · Martti A. Mykkänen · FI

**Fritz Feinhals Werbeberater**
Advertising
1953 · Heinz Schwabe · DE

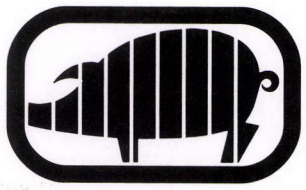


**Krefina Bank**
1960s · Robert Geisser · CH

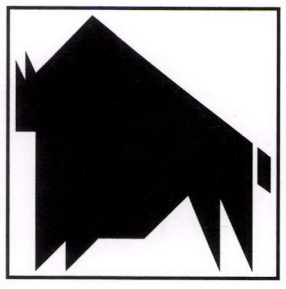


**Kyodo Nyugyo**
Dairy products
1965 · Ikko Tanaka · JP

**Kammgarnspinnerei, Brandenburg**
Yarns
1965 · Heinz Weber · DE-GDR

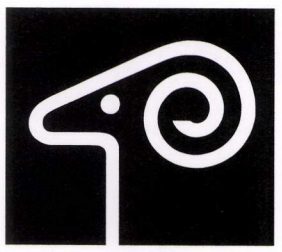


**F.lli Turccolo**
Foods
1968 · Enzo Scarton/Alfa Studio · IT



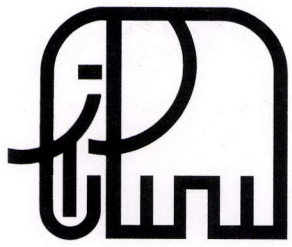
**Ainsa - Artículos Industriales**
Leather
1969 · Ribas & Creus · ES

**Marzotto**
Textiles
1966 · Bob Noorda/
Unimark International · IT

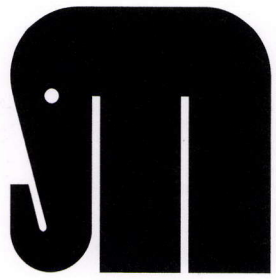


**Ricardo Fayos**
Leather and wool
1968 · Ernesto Moradell Català · ES

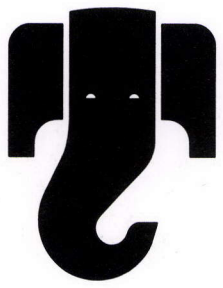
**Vollhumon Düngemittel**
Fertilizers
1960s · Erich Buchegger · AT



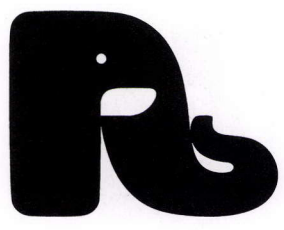
**Haraldssøn**
Office supplies
1967 · Paul Brand · NO



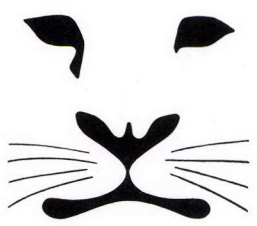
**Serrature Meroni**
Locksmiths
1967 · Piero Sansoni · IT



**Gutter**
Cranes
1961 · Piero Ottinetti · IT



**Redding Zoo**
1971 · Adrian Loos · US

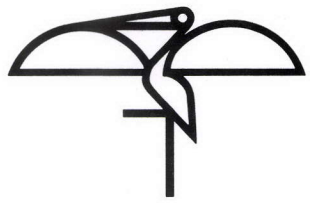


**Club du Safari International**
1971 · Leen Averink · FR

**Monarch Machinery**
Knitting machines
1965 · Manfred Gotthans/
Chris Yaneff · CA

**H. Zwart & Co.**
Wood
1962 · J. Weston Advertising Design · US

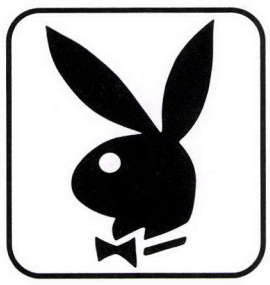
**VEB Saalemühlen**
Mills
1965 · Gerhard Brose · DE-GDR



**Lamperti Cotonificio**
Cotton
1964 · Silvio Coppola · IT

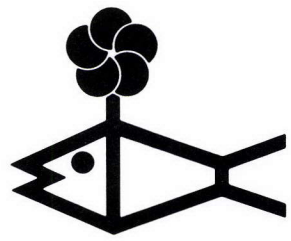
**New York Aquarium**
1970 · Edward Marson · US

**Marzotto**
Textiles
1964 · Bob Noorda/
Unimark International · IT



**Playboy Magazine**
1953 · Arthur Paul · US

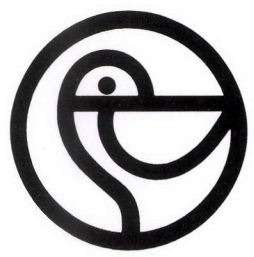
**Storkline**
Infants' furniture
1960 · Morton Goldsholl · US



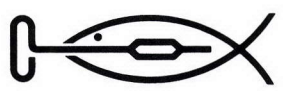
**Yonen Geizyutu**
Children's books
1960s · Yoshio Amaya · JP

**Pirelli Sapsa**
Textiles
1967 · Salvatore Gregorietti/
Unimark International · IT

**Penguin Children's Books**
Publishing
1960s · Henrion Design Associates · UK

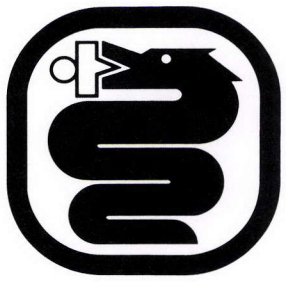


**Pelican Films**
Film production
1961 · S. Neil Fujita · US

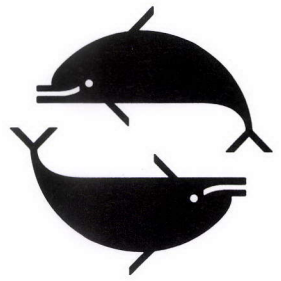


**Amore & Pollastrini**
Fish
1963 · Vittorio Antinori · IT

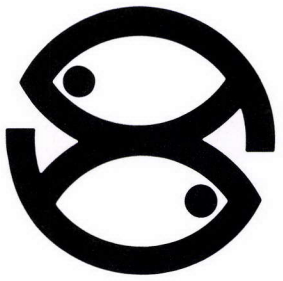
**Gin-Marke - Illva**
Distillery
1958 · Walter Del Frate · IT



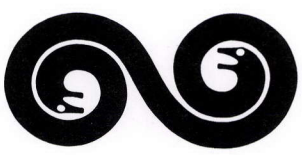
**Ente Provinciale per il Turismo**
Tourist office
1969 · Bob Noorda/
Unimark International · IT



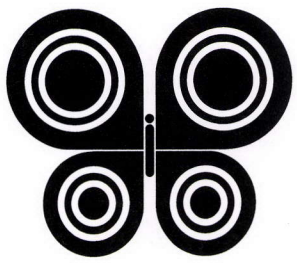
**Montreal Aquarium**
1967 · Ernst Roch/
Design Collaborative · CA



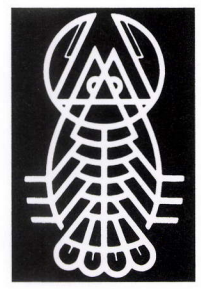
**Religious Television Programs**
Broadcasting
1966 · Pierre-Yves Pelletier · CA



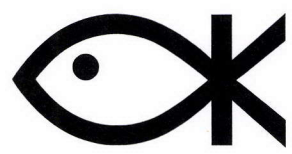
**Ditta Impermeabili San Giorgio**
Raincoats
1960s · Giulio Confalonieri · IT



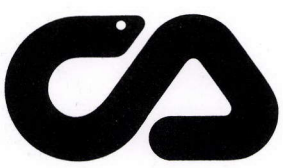
**Joyce Shoes**
Footwear
1970 · Joseph Bottoni · US



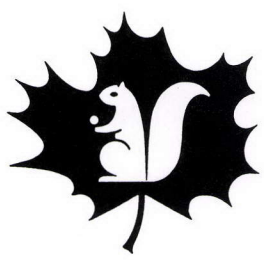
**Exlibris**
1950s · René Althaus · CH



**O'Keefe's Fisheries**
1956 · Ernst Roch/
Design Collaborative · CA

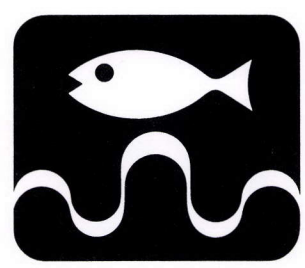


**Clay-Adams**
Medical instruments
1967 · Bruce Blackburn/
Chermayeff & Geismar · US



**Glen Cove**
Real estate
1968 · F. Everett Forbes · US

**Maui Surf Hotel**
1969 · Clarence Lee · US

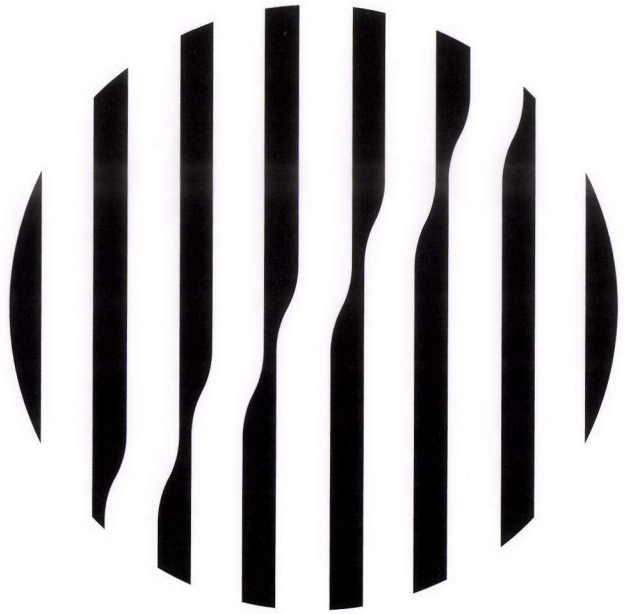


**Izumimoto Syoten**
Pet shop for tropical fish
1960s · Yoshio Amaya · JP

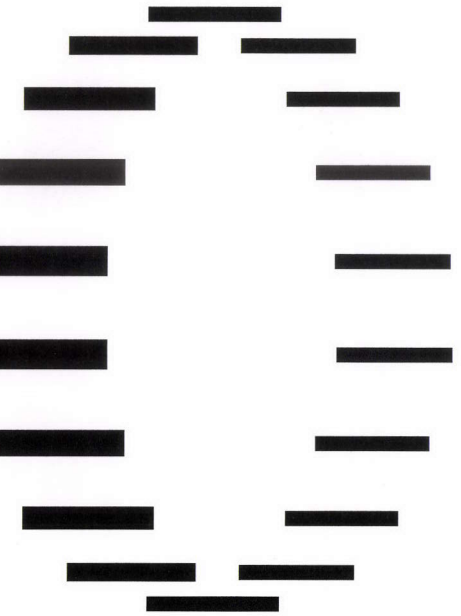
# Lines

# Linien

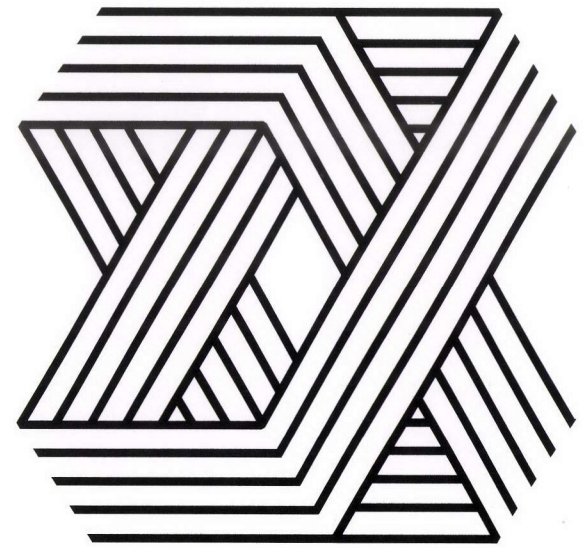
# Lignes



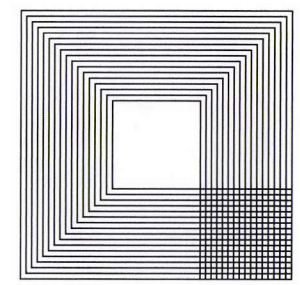
**Nylon de México**
Clothing
1970s · Lance Wyman · US



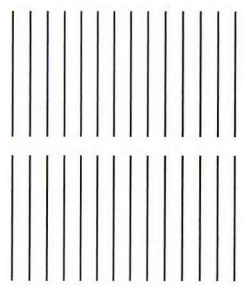
**Deutsches Filmmuseum**
Film museum
1984 · Philipp Teufel, Günter Illner · DE



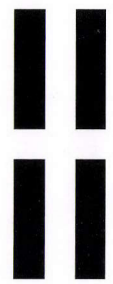
**Grand Prix du Ruban d'Or de l'Emballage**
Packaging award
1969 · Daniel Maurel/Chourgnoz Publicité · FR



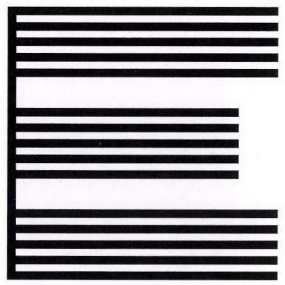
**Rochester Institute of Technology, Television Center**
Broadcasting research
1968 · R. Roger Remington · US



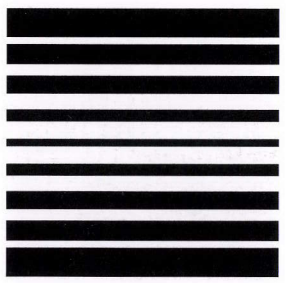
**Studio Troisi**
Design
1968 · Alfredo Troisi · IT



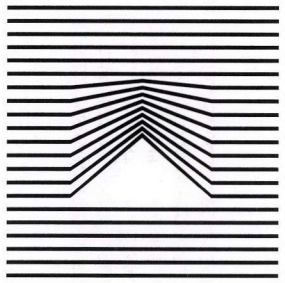
**Erik Ellegaard Frederiksen**
Industrial design
1960 · Erik Ellegaard Frederiksen · DK



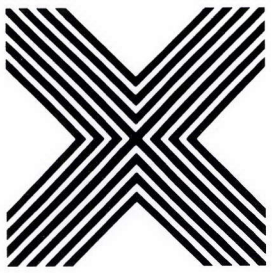
**Ensemble Productions**
Record label
1970 · J. & A. Breukelman Design Associates · CA



**16th Congresso da ISSCT**
Sugar cane manufacturers congress
1976 · PVDI · BR

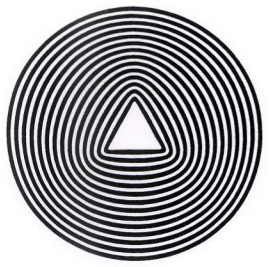


**Walter O. Koinzer**
1967 · B. Keller/Studio CKR · DE



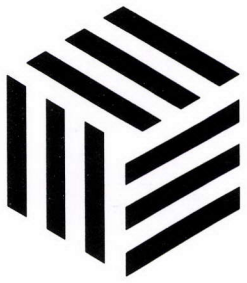
**Arflex**
Furniture
1971 · Giancarlo Iliprandi · IT

**IASA Indústrias de Azulejos**
Tiles
1971 · Roberto Amaro Lanari · BR

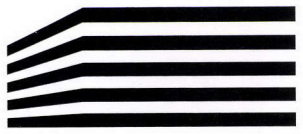


**Asociación Argentina de Psicoterapia**
Psychotherapy
1971 · Norberto H. Coppola · AR

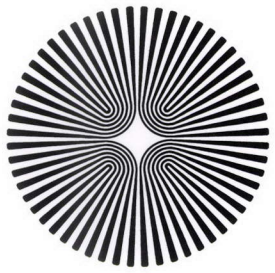
**Aboa Development**
1974 · Akisato Ueda · JP



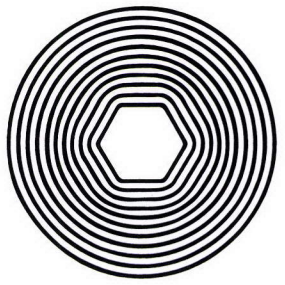
**Eina**
Design school
1967 · Pérez Sánchez · ES



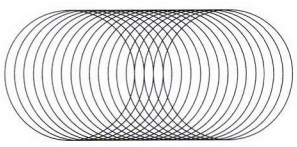
**Hotel & Public Building Equipment Group**
Interior design
1967 · Negus & Negus · UK



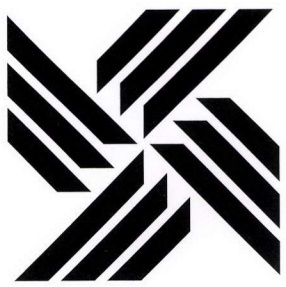
**Ingrid**
Cosmetics
1970 · Franco Grignani · IT



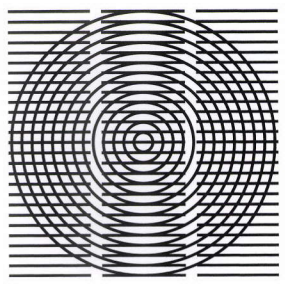
**Balbuena**
Jeweler
1974 · José Santamarina · ES



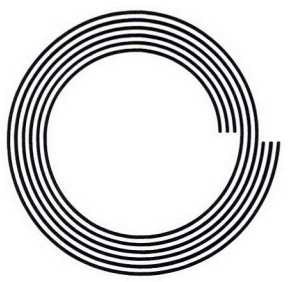
**Department of Health & Social Security**
Government office
1970 · Woudhuysen Inc. · UK



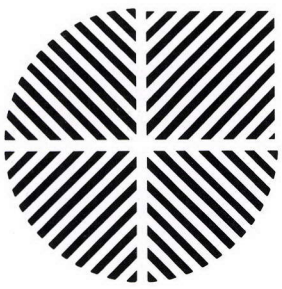
**Sterling Life**
Insurance
1981 · Kenneth Hollick · UK



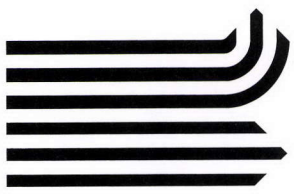
**Phototype Satzherstellung**
Typesetting
1967 · Walter Landmann,
Heinz Friedrich · DE



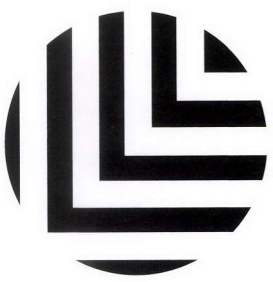
**Constant Haute Coiffure**
Hairdresser
1967 · Yvon Laroche · CA



**Meacham Companies**
1969 · Robert P. Gersin · US

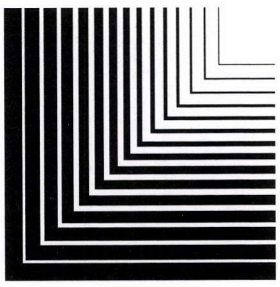


**Palacio de Pioneros, Havana**
Youth center
1975 · Félix Beltrán · CU

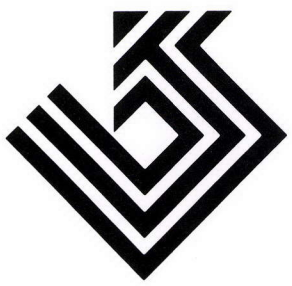


**Life Engineering**
1973 · Go Okazawa,
Makoto Yoshida · JP

**Optical Peripherals Laboratory**
Optical memory storage
1982 · Tim Larsen · US



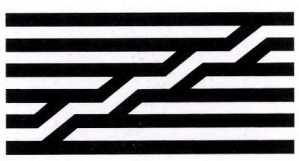
**Istituto Luce**
Lighting
1972 · Ettore Vitale · IT



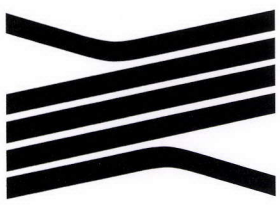
**Elektro Gruber**
Electronics
1970 · Heinz Kröhl, Peter Offenberg · DE

**Kurt Steinwendtner**
Film production
1960s · Kurt Schwarz · AT

**Variolan**
Construction company
1975 · Keith Murgatroyd,
Tony Forster · UK

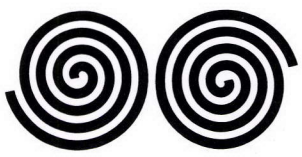


**Centre Georges Pompidou**
Cultural center
1975 · Jean Widmer · FR

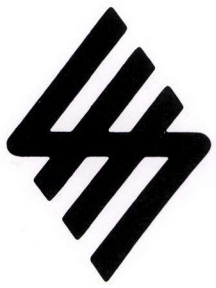


**Toyama Museum of Modern Art**
1981 · Tatsuo Okonu · JP

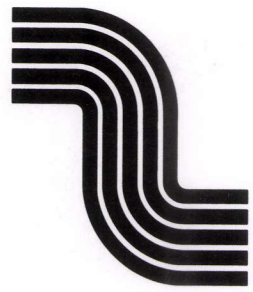
**Cofremca**
Market analysis
1973 · Daniel Sinay/
Hollenstein Création · FR



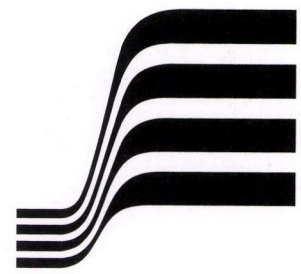
**Van Gelder**
Paper
1968 · Karen Munck/
Allied International Designers · UK



**Bagnasco**
Restaurant chain
1968 · Piero Ottinetti · IT



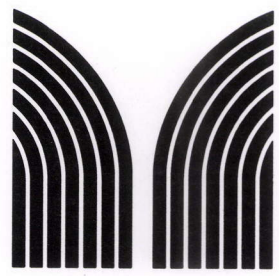
**Urban Renewal Development**
1966 · Richard De Natale · US



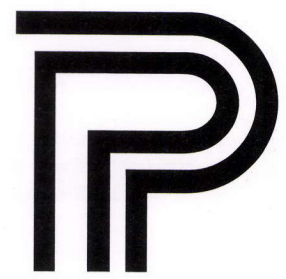
**SGMI**
Construction company
1971 · Jean Delaunay/Look · FR

**Olympic Games, Moscow 1980**
1980 · Vladimir Arsentyev · RU

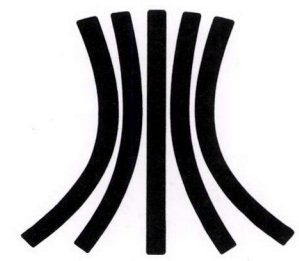
**Republic Corporation**
Holding company
1968 · Robert Miles Runyan · US



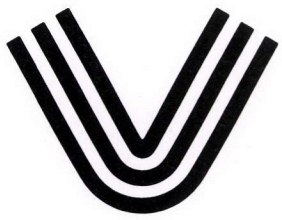
**University of Notre Dame**
1969 · Hayward R. Blake · US



**Promicron**
Electronics
1960s · Walter Ballmer · CH

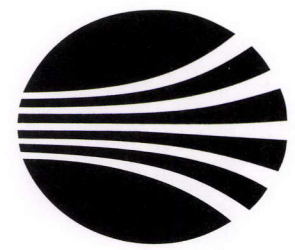


**Electrorama**
Lighting
1970 · Jean Delaunay/Look · FR



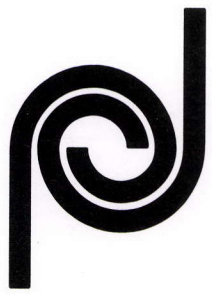
**Vibrodyne**
Polishing and vibratory finishing
1962 · Read Viemeister · US

**Transamerica Pyramid**
Skyscraper
1969 · Jerry Berman · US



**Continental Airlines**
1968 · Saul Bass & Associates · US

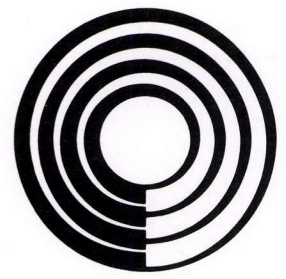
**Union Générale Cinématographique**
Cinema operator
1970 · Jean Delaunay/Look · FR



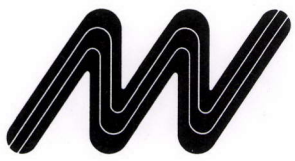
**Projuventud**
1979 · Dicken Castro · CO

**Nordidakt 1969**
School bookfair
1969 · Thröstur Magnusson, Hilmar Sigurdsson/Argus Advertising · IS

**Rockwell International**
Manufacturing conglomerate
1968 · Saul Bass & Associates · US

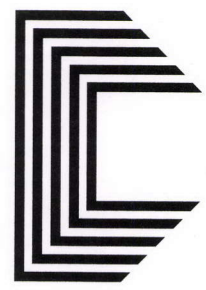


**Orthopaedic Hospital**
1981 · James Cross · US



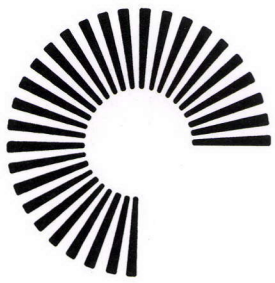
**Médiavision**
Film distribution
1971 · Jean Delaunay/Look · FR

**Barkow**
Fuel oil
1960s · Primo Angeli · US



**Cimeo Milan**
Import-export
1980 · Félix Beltrán · CU/MX

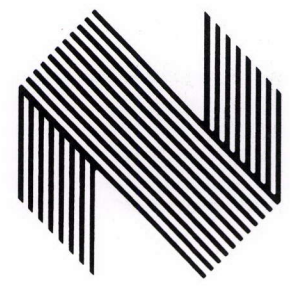
**Ondulato Umbro**
Paper
1974 · Rinaldo Cutini · IT



**Le Canne**
Hotel
1972 · A.G. Fronzoni · IT

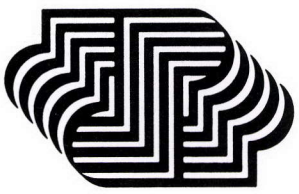
**Edition Tusch**
Publishing
1972 · Anonymous · AT

**American Association of Department Stores**
Retail federation
1970s · Vincent Ceci · US

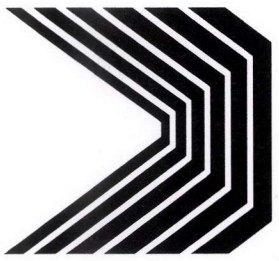


**Banco Noroeste**
Bank
1973 · João Carlos Cauduro, Ludovico Antonio Martino · BR

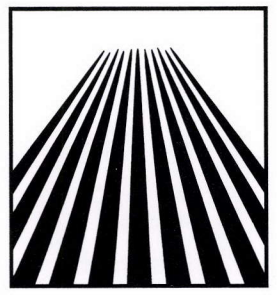
**Nijverdal ten Cate**
Textiles
1960 · Gerard Wernars · NL



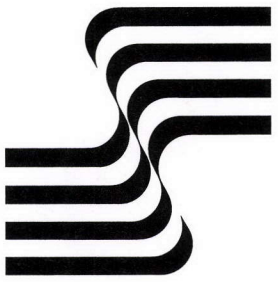
**Centro de Documentación Política**
Political research and publishing
1978 · Ernesto Lehfeld · MX



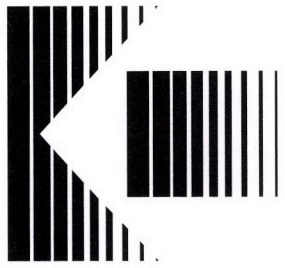
**Architectural Symposium**
1967 · Gerd Leufert · VE



**Hochschule für Verkehrswesen**
Transport science
1970 · Gert Wunderlich · DE-GDR

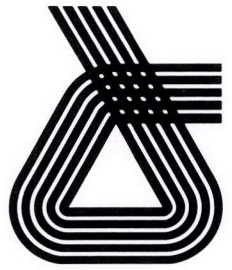


**Stalling Filmsatz**
Typesetting
1975 · Bruno K. Wiese · DE

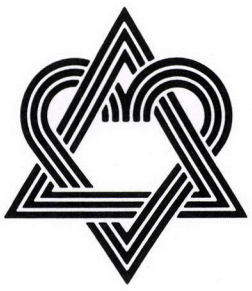


**Kennecorp**
Rubber products
1973 · Terry Lesniewicz, Al Navarre · US

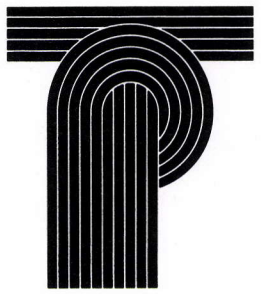
**União São Paulo**
Import-export
1973 · PVDI · BR



**Companhia Brasileira de Sintéticos**
Synthetic fibers
1969 · Alexandre Wollner · BR

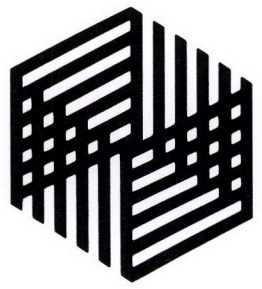


**Cefina JMW**
Jewish social-work foundation
1969 · Otto Treumann · NL



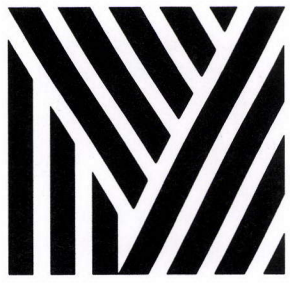
**Instituto Postal Telegráfico**
Telecommunications
1979 · Nedo Mion Ferrario · IT/VE

**ON Associates**
Music publishing
1970 · Shin Nagamatsu,
Kyoji Nakatani · JP



**The Tudor Press**
Publishing
1970 · Gavin Healey · UK

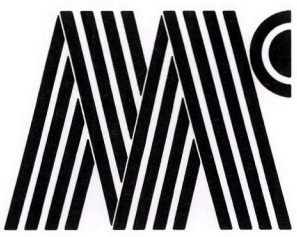
**Teamtex**
Textiles
1976 · Odermatt+Tissi · CH



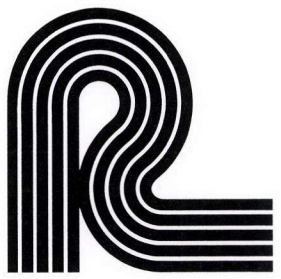
**Mettler & Co.**
Textiles
1969 · Odermatt+Tissi · CH

**Sistemas Drupal**
Printing
1975 · Gerd Leufert,
Ladislaus Popper · VE

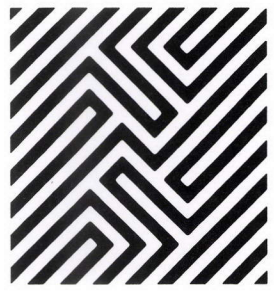
**Yamada Co.**
Textile fibers
1974 · Akisato Ueda · JP



**Marco**
Bookstore
1971 · Pierluigi Cerri, Vittorio Gregotti,
Pierluigi Nicolin · IT



**Raffold**
Conveyor systems
1970 · David J. Plumb · UK



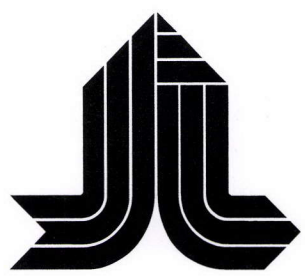
**The I Club**
Private club
1982 · Henry Steiner,
Jennings Ku · HK

**Rangau Quelle**
Mineral water
1979 · Manfred Wutke · DE

**Santiago Textil**
Clothing
1975 · Jorge Canales · MX

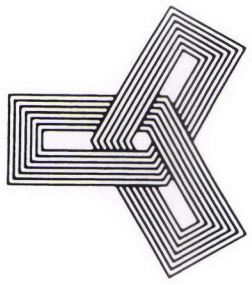
**Grebsa Cibernética**
Cybernetics
1981 · Morfos Diseño · MX

**Ministerstwo Przemysłu Lekkiego**
Ministry of light industry
1960s · Witold Surowiecki · PL

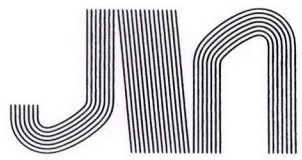


**Intergast Internationale**
Exhibition
1960s · Peter Wehr · DE

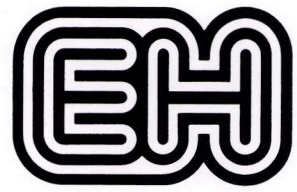
**Grupo Cinco**
Architecture
1978 · Allan W. Miller/Animex · MX



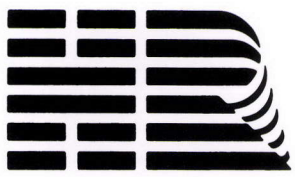
**Nero Giroldi**
Reinforced concrete
1960s · Franco Grignani · IT



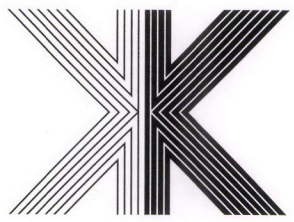
**Johnson & Nephew**
Wires
1972 · John Harrison, John Brewer, Barry O'Dwyer/Stewart Morrison Harrison · UK



**Equipamento de Hoy**
Furniture
1971 · Ricardo Blanco · AR



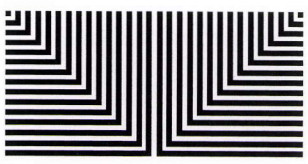
**Herreria Rodriguez**
Metalworks
1982 · Jose Luis Aguirre · IT



**Key Services**
Management consultancy
1970 · Gavin Healey · UK

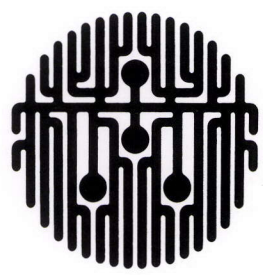
**Nawinta Mineralbrunnen**
Mineral water
1979 · Manfred Wutke · DE

**Stiftung Volkswagenwerk**
Humanities and science research funding
1965 · Klaus Grözinger, Peter Riefenstahl · DE

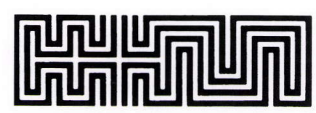


**Ministerio de la Industria Ligera**
Government office for light industries
1980 · Félix Beltrán · CU

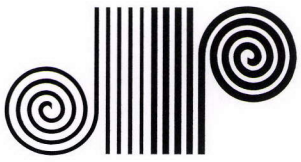
**Klimaanlagen-Hersteller**
Air-conditioning
1961 · Helmut Keppler · DE



**Laboratoires Sarbach**
Pharmaceutical laboratory
1966 · Erich Brenzinger/ Chourgnoz Publicité · FR

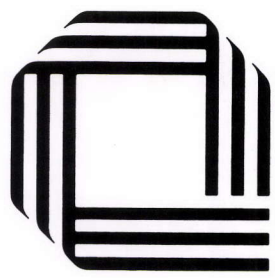


**Healey Mills Associates**
Design
1968 · Gavin Healey, Denis Mills · UK

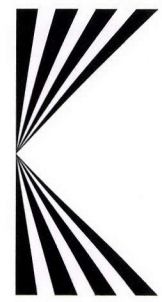


**David Rossi**
Jeweler
1970 · Giovanni Brunazzi · IT

**Mediart Communications**
Public relations
1983 · Shigeo Katsuoka, Tako Ikeda · JP



**Queenswear**
Textiles
1973 · Rolf Harder · CA



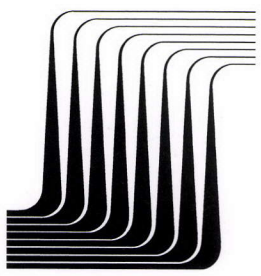
**Agence Katimavik**
Public relations
1968 · George Huel · CA

**Vereinigte Mineralquellen der Schweiz**
Mineral water producers organization
1960s · Christian Lang · CH

**Ministry of Transport Computer Center**
1979 · Velizar Petrov · BG

**Keikyu Inawashiro**
Resort
1985 · Shigeo Katsuoka, Hiroko Tsukada · JP

**Stamps Sales**
1973 · Ernesto Lehfeld · MX

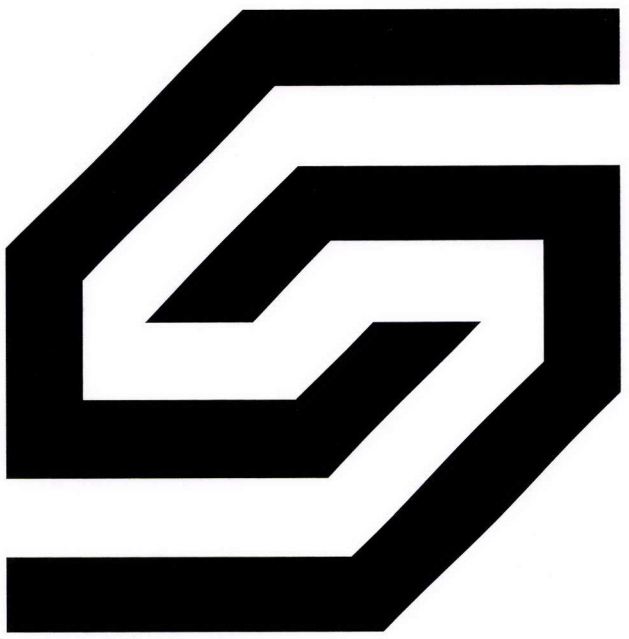


**Skandinaviska Banken**
Bank
1972 · Tor A. Pettersen/ Lock Pettersen · UK/SE

**Tokyo Advertising**
1966 · Kazumasa Nagai/ Nippon Design Center · JP

**Suruga Bank**
1965 · Kazumasa Nagai · JP

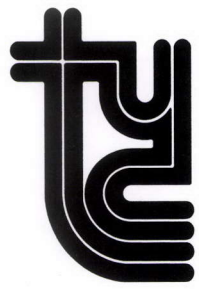
**Industrial Design USA**
Exhibition
1966 · George Nelson · US



**Saumweber & Stecher**
Construction company
1974 · Oanh Pham Phu · DE

**Tack Leisure Building**
1977 · Shintaro Ajioka · JP

**Transair**
Airline
1969 · Silvio Coppola · IT



**TUC**
Theater
1977 · Claude Dietrich · PE

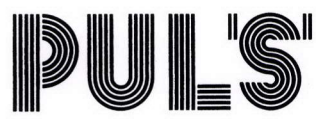
**Contravision**
Printing
1972 · Bank & Miles · UK

**Woolmark**
International wool secretariat
1964 · Franco Grignani · IT

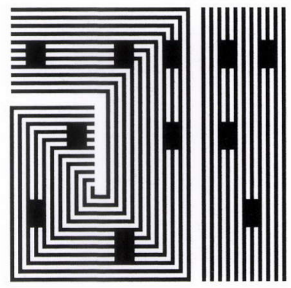
**Frankona Rückversicherung**
Insurance
1979 · Rolf Müller · DE

**Drogerie Kohler**
Pharmacy
1969 · Atelier Stadelmann Bisig · CH

**Gilbey Vintners**
Wines
1968 · Unimark International · UK

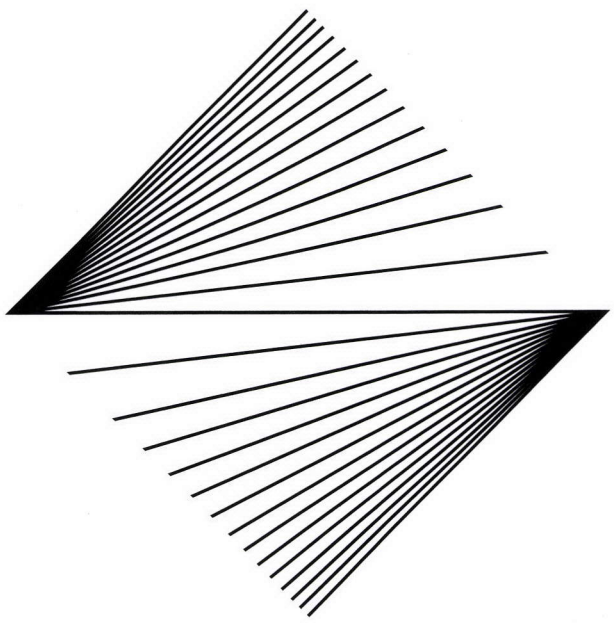


**Puls**
Fashion
1968 · Michel Coudeyre/Snip · FR



**Asturiana de Informática**
Computer systems
1967 · José Santamarina/
Elias & Santamarina · ES

**Colt Heating & Ventilation**
1965 · Henrion Design Associates · UK



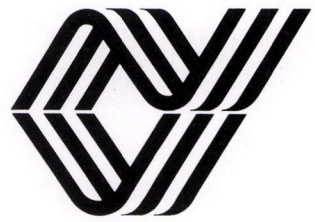
**Chemiefaserkongress**
Congress on synthetic fibers
1975 · Rolf Müller · DE

**Gevacolor Gevaert**
Film processing
1960s · Gerard Wernars · NL

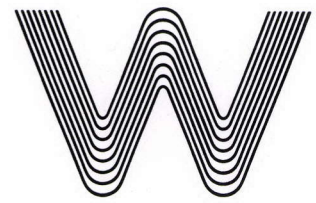
**Vantage Planning Systems**
Architectural systems
1975 · Jack Evans · US

**Fränkische Gobelin Manufaktur**
Textiles
1980 · Christof Gassner · DE

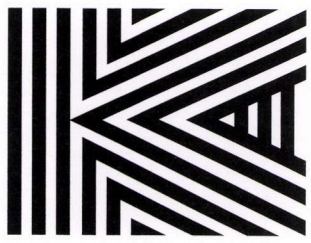
**Cefilac**
Metalworks
1971 · Florent Garnier · FR



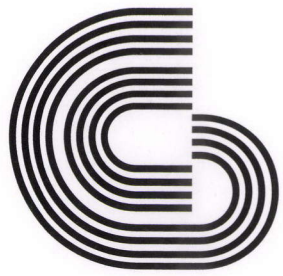
**Teppichfabrik Niedek-Velour**
Carpets
1983 · Paul Effert · DE



**Waterman Paterson Candy International**
Water treatment
1966 · Holmes Kitley Associates · UK



**Kremer Automation**
Electronics
1970 · Abram Games · UK

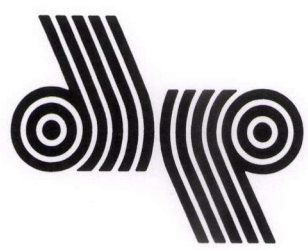


**Tréfileries de Châtillon-Gorcy**
Metalworks
1968 · Philippe Gentil · FR

**Taubman Shopping Center**
1971 · Robert P. Gersin · US

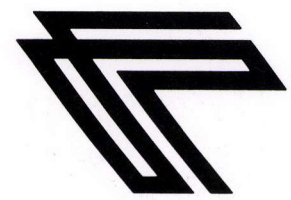
**J. Ulbach & Cia.**
Pharmaceuticals
1978 · Enric Huguet · ES

**Sandgren & Murtha**
Wood
1960s · Ad Tolhuis · US

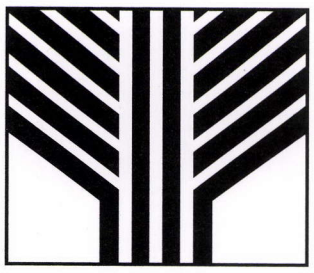


**Cantoni**
Cotton mill
1960s · M. Schneider/Studio Boggeri · IT

**Fukusuke**
Commemorative event
1981 · Helmut Schmid · DE/JP



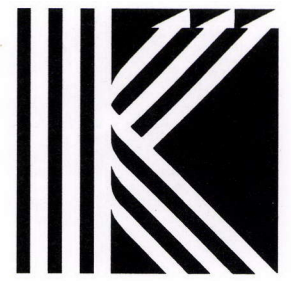
**Toyo Jitsugyo**
Marble surface care
1982 · Masahiro Shimizu · JP



**Totem**
Paints
1968 · Franco M. Ricci · IT

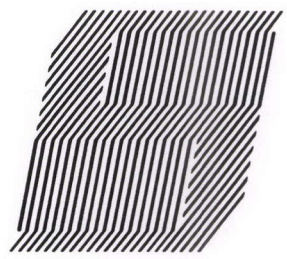
**Companhia Serviços de Engenharia Servienge**
Road construction
1967 · Joaquim Redig · BR

**Yoshino**
Interior design
1976 · Koichi Watanabe · JP

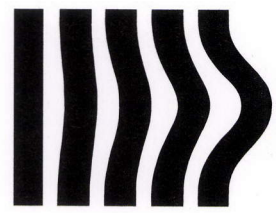


**Kyowa Kodoku Seihan**
Wooden boards
1978 · Yukishia Takakita · JP

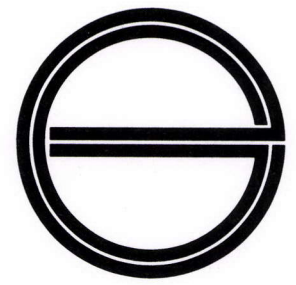
**Government of Ontario Department of Trade & Development**
1969 · Stewart & Morrison · CA



**Estudio Uno**
Design
1979 · Gerd Leufert · VE

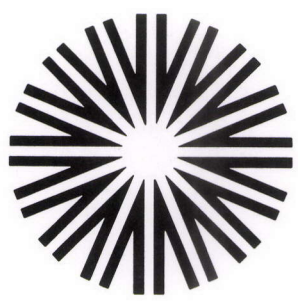


**Rayflex**
Textiles
1960s · Norman Gorbaty/
Ken Kirkwood Agency · US



**Engen-Graphic**
Design
1977 · Scott Engen · US

**Moatti**
Antiques
1972 · Jean Delaunay/Look · FR



**Ilford**
Photographic materials
1966 · Ronald Armstrong/
Design Research Unit · UK

**The Fiber Union**
1982 · Joe Dieter · US

**Museo de Arte Moderno Jesús Soto**
Museum of modern art
1970 · Gerd Leufert · VE

**Imasco**
Consumer goods
1970 · Rolf Harder, Ernst Roch/
Design Collaborative · CA

**Karl Langen Klischeefabrik**
Prepress services
1955 · Hans Karl Rodenkirchen · DE

**Community Krsko Region**
Flag
1982 · Judita Skalar · YU

**Uitgeverij Spaarnestad**
Publishing
1968 · Tel Design Associated · NL

**Construtora Queiroz Galvão**
Road construction
1968 · Joaquim Redig · BR

**Karaca Holding**
1978 · Selahattin Sönmez · TR

**Fonacot**
Furniture design competition
1978 · Jorge Sposari · AR

**Industrias de Alta Tecnología**
Technological development
1978 · Alfonso Capetillo Ponce,
Jack Vermonden · MX

**Oleon Laboratoire**
Cosmetics
1972 · Jean Delaunay/Look · FR

**Japanese Association for Expo '70, Osaka**
World's fair organization
1969 · Nakajo Masayoshi · JP

**Pacific Fuel Trading**
1983 · Tatsuhito Yamamoto · JP

**Kahma**
Supermarket chain
1981 · Kinya Zen, Takaaki Yoshinobu · JP

**Rogers Broadcasting**
1965 · Manfred Gotthans,
Chris Yaneff · CA

**Soifer**
Glass
1977 · Jorge Sposari · AR

**Trust Funds**
Financial fund
1981 · George Tscherny · US

**Omniafili**
1963 · Max Huber · IT

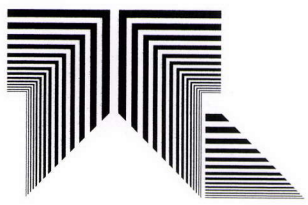
**Station Hotel, Kyoto**
1960s · Yorikazu Hirata · JP

**VEB Feintuch**
Clothing
1965 · Heidtraud Stenker · DE-GDR

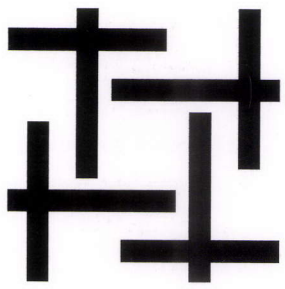
**Picture writing has the advantage of directness, shortness and concentration. A picture can stand for a whole complex of associations which often only many words can communicate. A picture can be the representation of something we can say. As a symbol, it may stand for an abstract and otherwise unvisual idea.**
Herbert Bayer

**Mit Bildern zu schreiben hat den Vorteil, direkt, kurz und bündig zu sein. Ein Bild kann für eine komplexe Abfolge von Assoziationen stehen, die häufig nur mit vielen Worten zu erklären wäre, und kann etwas repräsentieren, das sich verbal ausdrücken lässt. Als Symbol kann es für eine abstrakte und eigentlich nicht visuelle Idee stehen.**
Herbert Bayer

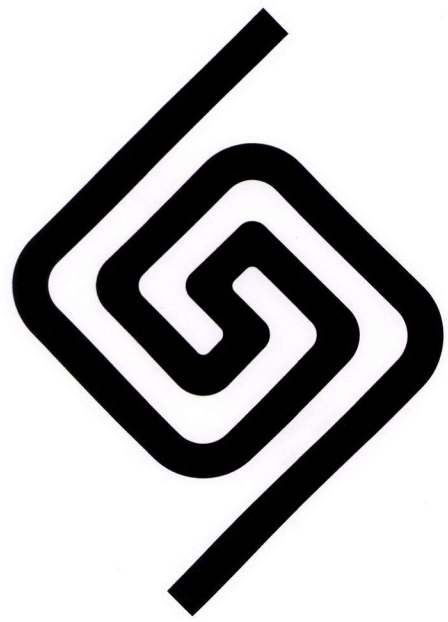
**Écrire avec des images présente l'avantage d'être direct, concis et concentré. Une image peut représenter toute une série d'associations qui ne pourraient souvent être expliquées qu'en utilisant beaucoup de mots. Une image peut être la représentation de quelque chose que nous pouvons dire. En tant que symbole, elle peut représenter une idée abstraite et en tout cas non visuelle.**
Herbert Bayer



**Técnicas de Comunicación**
Advertising
1969 · Francesc Guitart · ES

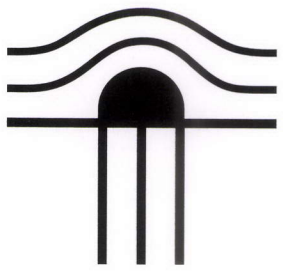


**Canadian Conference on Church and Society**
1968 · Julien Hébert · CA

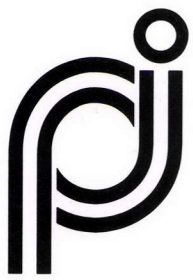


**Gütesiegel Echt Silber**
Silver quality-mark
1975 · Hans Karl Rodenkirchen · DE

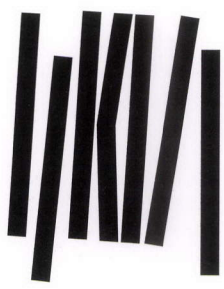
**Science Research Associates**
Educational publisher
1976 · Edward Hughes · US



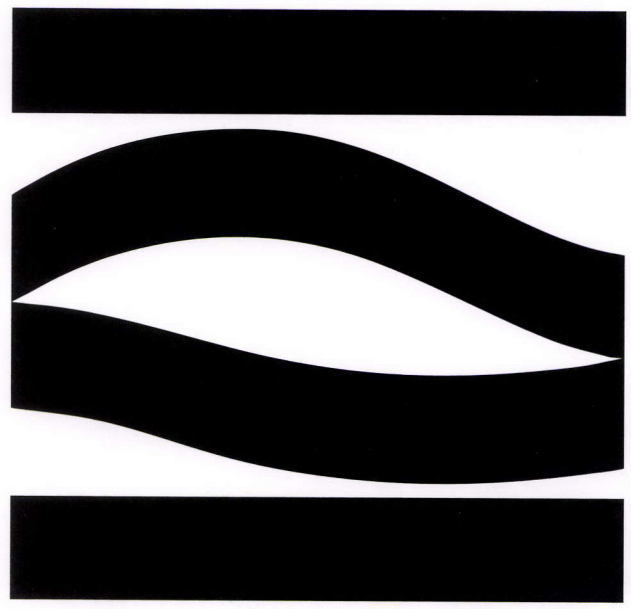
**Tabasa**
Road construction
1969 · Enric Huguet · ES



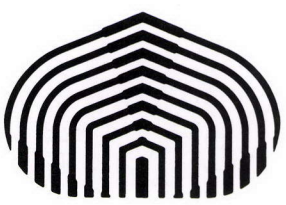
**Prime Jewelry**
1983 · Ryuji Hirotani · JP



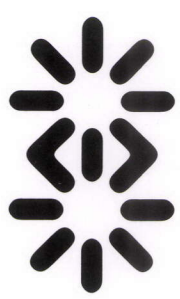
**Kreißelmeier Verlag**
Publishing
1962 · Werner Maier · DE



**AZ Grupo Gráfico**
Design
1970 · Pedro Ariño · ES

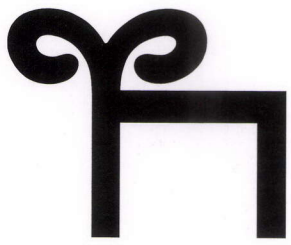


**Universidad Simón Bolívar**
University
1969 · Gerd Leufert · VE

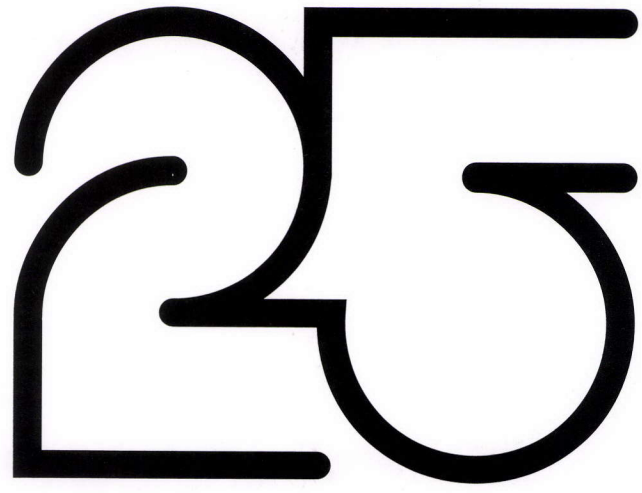


**Performance Maximus**
Sports center
1968 · J.R. Weiss/
The Design Partnership · US

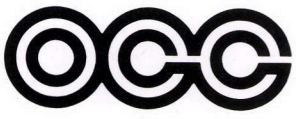
**Printing Convention 1975**
1975 · Joe Sonderman,
Mike Hogelin · US



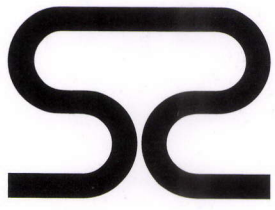
**Lodex**
Textiles
1967 · Andrzej Bertrandt · PL



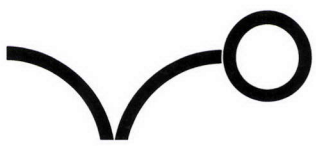
**C.O.N.I.**
Commemorative event
1972 · Mimmo Castellano, Michele Spera · IT



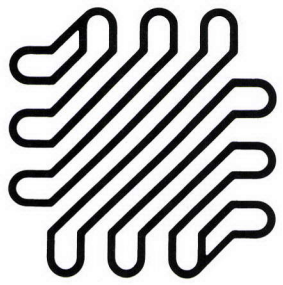
**Overseas Computer Consultants**
Computing
1970 · Peter Wildbur · UK



**Seminar Services**
Education
1970 · Appelbaum & Curtis · US

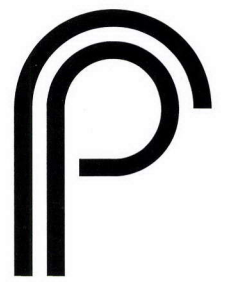


**Tennis Unlimited**
Sports club
1968 · Appelbaum & Curtis · US



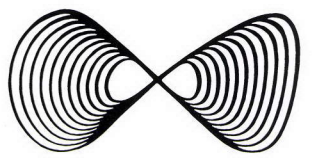
**17 Printmakers from England**
Art exhibition
1970 · Álvaro Sotillo · VE

**Ligue Electrique du Québec**
Electronics
1966 · Laurent Marquart/
Jacques Guillon Designers · CA

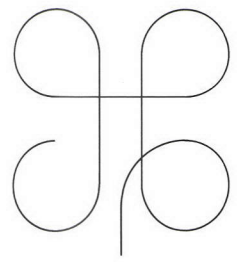


**Reeva Perkins**
Silversmith
1968 · Allan D. Rae · CA

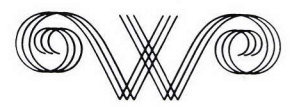
**Industrie und Handelskammer**
Trade organization
1979 · Rolf Müller · DE



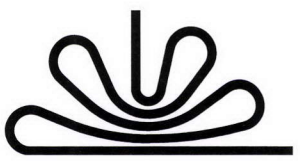
**Admiral Corporation**
Electronics
1960s · Morton Goldsholl
Design Associates · US



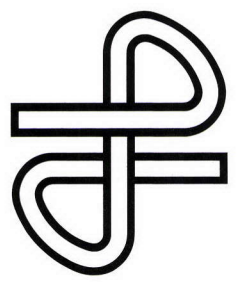
**Hanataba**
Nightclub
1960s · Takeshi Otaka · JP



**The Whiskey House**
Import-export
1960s · Giulio Confalonieri · IT

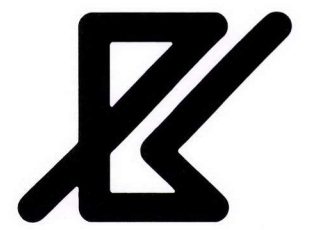


**Companhia Nacional**
**de Tecidos Nova América**
Textiles
1968 · Joaquim Redig · BR

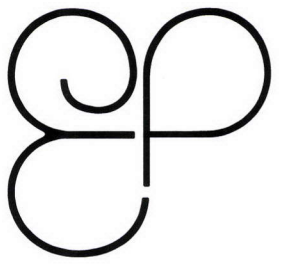


**Publistrade**
Advertising
1964 · Piero Ottinetti · IT

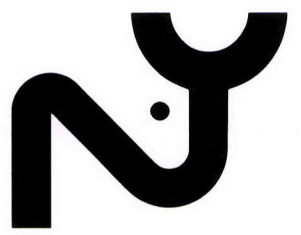
**Dechy Publicité**
Advertising
1962 · Dechy Publicité · BE



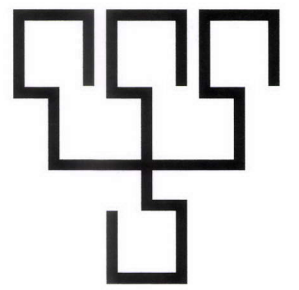
**Partito Repubblicano Italiano**
Political party
1970 · Michele Spera · IT



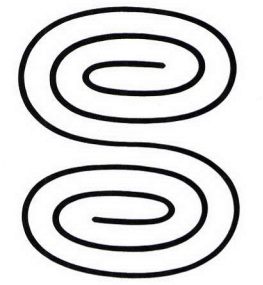
**Ediciones Poligrafa**
Publishing
1963 · Joan Pedragosa · ES



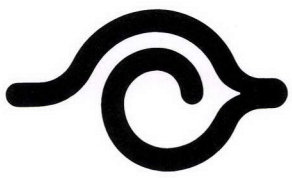
**Cattle Ranch**
1965 · Frank Lipari/
Gazette Printing Company · CA



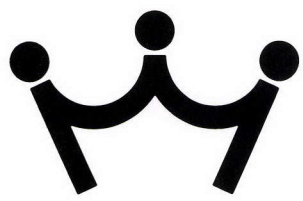
**Gifu Medico Support**
Healthcare
1980 · Norihiko Watanabe,
Mariko Ozawa · JP



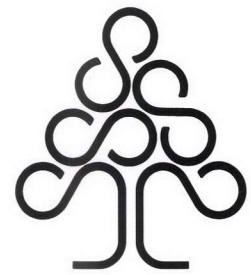
**Steiger & Deschler Webereien**
Weaving
1950s · Otl Aicher · DE



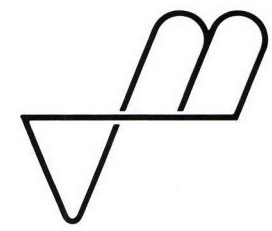
**Design Competition for**
**Mainichi Newspapers**
1963 · Makoto Wada · JP



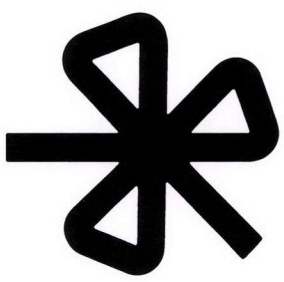
**Keio**
Department store
1962 · Yoshio Hayashi · JP



**Smith Fruit Farms**
Foods
1968 · Allan D. Rae · CA

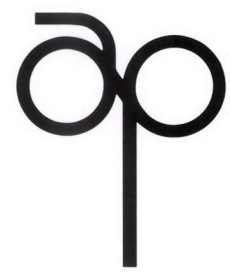


**Hans Marseille Verlag**
Publishing
1986 · Anonymous · DE

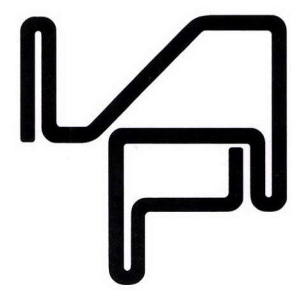


**Ravizzini**
Ropes
1955 · Pino Tovaglia · IT

**Sarriõ**
Paper
1970 · Amand Domènech · ES



**A. Alan Perkins**
Architecture
1968 · Allan D. Rae · CA



**IVAP**
Prefabrication technology
1960 · Mimmo Castellano · IT

# Olympic Games, Mexico 1968

1968 · Lance Wyman · US/MX

In the run-up to the 1968 Olympic Games in Mexico City, the chairman of the organizing committee, the architect Pedro Ramírez Vázquez, launched an international competition to design the graphics for the games. The winners were a team that included the British industrial designer Peter Murdoch and the young American graphic designer Lance Wyman, whose typographic logo was based on the five Olympic rings. In 1966, Wyman was commissioned to produce the graphic design for "Mexico 68." Working from the basic concept of the logo, he developed and supervised a visual program embracing color, typography, pictograms and graphics, using the five-ring image in a wide variety of ways. The result was seen as a quantum leap in the development of conceptual design solutions, which set an internationally esteemed example for later projects of its kind.

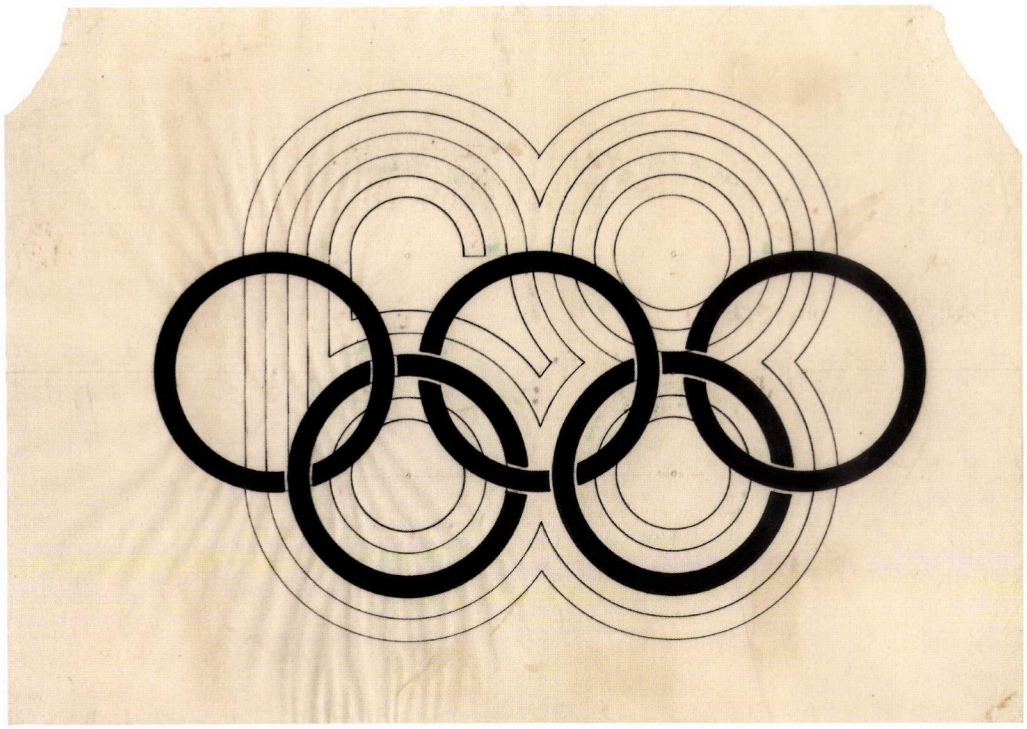
**Lance Wyman** (*1937) took a degree in industrial design but it was not until after graduation that he discovered his passion for graphic design. He started out on his career in 1960, working in the design department of General Motors. He later joined the office of the designer George Nelson. Between 1966 and 1971 he practiced in Mexico, before opening his own studio in New York, which today continues to specialize in the creation of corporate identities. Since 1973, Wyman has lectured on a regular basis at the Parsons School of Design.

Für die Entwicklung von Architektur und Grafik der Olympischen Spiele von Mexico City 1968 initiierte der als Vorsitzender des Organisationskomitees eingesetzte Architekt Pedro Ramírez Vázquez einen internationalen Wettbewerb. Im Team mit dem britischen Industriedesigner Peter Murdoch beteiligte sich der junge Amerikaner Lance Wyman an der Ausschreibung und gewann mit seinem typografischen Logoentwurf, der auf den Kreisen der olympischen Ringe basiert. Wyman wurde 1966 zum Gestaltungsbeauftragten der Spiele von „Mexico 68" berufen. Aus dem Grundkonzept des Logos entwickelte er ein visuelles Programm mit Farben, Typografie, Piktogrammen und Mustern. Unter seiner Leitung wurde das Erscheinungsbild umfassend umgesetzt. Das Ergebnis stellte sich als Quantensprung in der Entwicklung von konzeptionellen Designentwürfen heraus und wurde zu einem international beachteten Vorbild für viele spätere Arbeiten in diesem Bereich.

**Lance Wyman** (*1937) studierte zunächst Industriedesign. Erst nach dem Studium entdeckte er seine Begeisterung für Grafik und begann 1960 seine Laufbahn u. a. in der Designabteilung von General Motors und als Angestellter im Büro von George Nelson. Zwischen 1966 und 1971 war er als Gestalter in Mexiko tätig. Anschließend eröffnete er ein eigenes Büro in New York, das sich bis heute auf die Entwicklung von Firmenidentitäten spezialisiert. Seit 1973 ist Wyman regelmäßig als Dozent an der Parsons School of Design tätig.

Pour le développement des architectures et des graphismes des jeux Olympiques de Mexico en 1968, l'architecte Pedro Ramírez Vázquez, président du Comité d'Organisation, lança un concours international. Faisant équipe avec le designer industriel britannique Peter Murdoch, le jeune Américain Lance Wyman remporta l'appel d'offres grâce à son projet de logotype reposant sur les cercles des anneaux olympiques. En 1966, Wyman fut nommé responsable du design des jeux Olympiques de « Mexico 68 ». À partir du concept de base du logo, il développa tout un programme visuel avec couleurs, typographie, pictogrammes et motifs. Sous sa direction, l'identité visuelle des jeux Olympiques s'étendit à tous les aspects. Le résultat s'avéra être un saut quantique dans le développement de projets graphiques conceptuels et devint un modèle internationalement remarqué pour bien des travaux réalisés plus tard dans ce domaine.

**Lance Wyman** (*1937) a d'abord suivi des études de design industriel. Ce n'est qu'après celles-ci qu'il se découvre une passion pour le graphisme. En 1960, il commence notamment sa carrière au département de design de General Motors et comme collaborateur du bureau de George Nelson. De 1966 à 1971, il travaille comme graphiste à Mexico, puis il ouvre son propre bureau à New York et se spécialise jusqu'à ce jour dans le développement d'identités d'entreprises. Wyman enseigne régulièrement à la Parsons School of Design depuis 1973.



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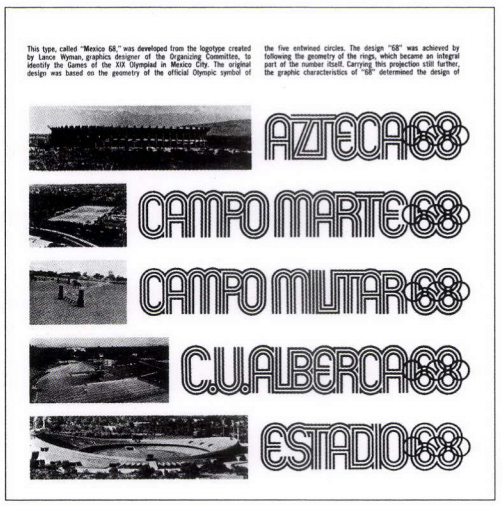
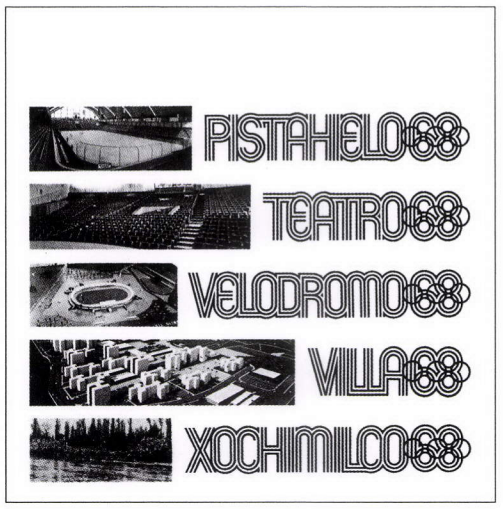
1234567890






The starting point for the Mexico Olympics design was the idea of connecting the Olympic rings with the slogan "Mexico 68." Based on this, the design team developed an instantly recognizable typeface, which would then be used as lettering at the various venues where Olympic events were staged.

Ausgangspunkt der Designlösung war die Idee, die olympischen Ringe mit dem Schriftzug „Mexico 68" zu verbinden. Aus diesem Ergebnis wurde eine eigene Schriftart entwickelt, die unter anderem die Logo-Schriftzüge aller Spielstätten bestimmte.

L'argument de départ de la solution graphique était d'associer entre eux les anneaux olympiques et l'inscription « Mexico 68 ». À partir du résultat fut ensuite développée une écriture spécifique qui finit notamment par définir les logotypes de l'ensemble des sites olympiques.

Wyman designed pictograms for each of the 20 Olympic sports, all made to fit with the style of the logo. As part of the overall graphics system the boxes with rounded corners were used for other signage and as photo frames.

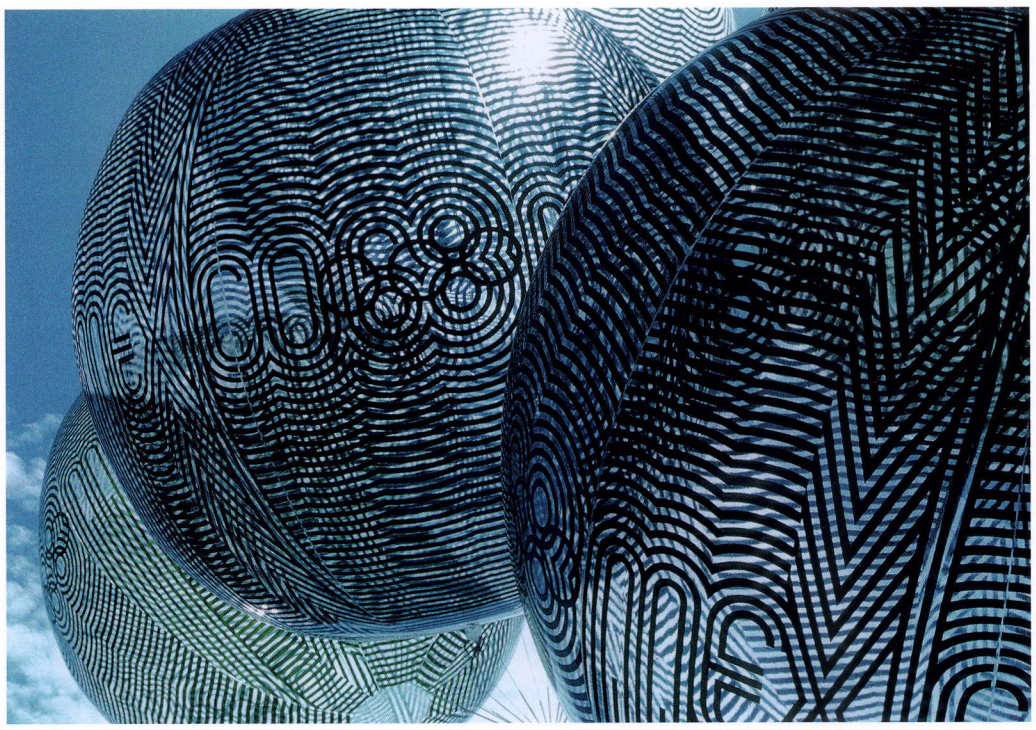
Passend zum Logo entwarf Wyman 20 Piktogramme für die olympischen Sportarten. Die Boxen mit den abgerundeten Ecken dienten im Gesamtdesign auch als Träger für Fotos und weitere Informationszeichen.

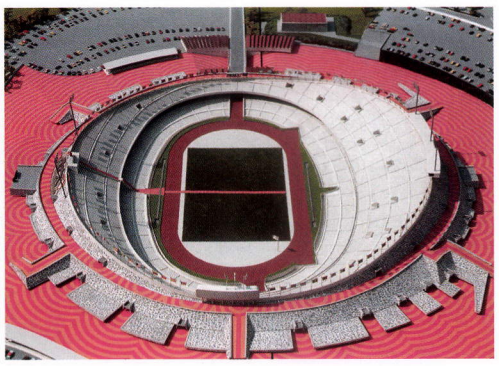
Dans le même esprit que le logo, Wyman développa 20 pictogrammes désignant les disciplines olympiques. Dans le design global, les carrés aux angles arrondis servirent aussi de fonds pour des photos et d'autres signes informatifs.

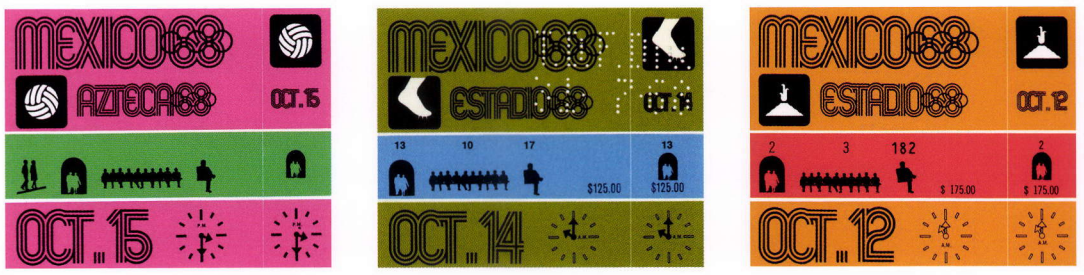
A latticework image developed from the logo was a prominent design feature at the 1968 Mexico Olympics. This instantly recognizable pattern was used repeatedly, for everything from postage stamps to the paved areas around the stadia.

Ein aus dem Logoentwurf entwickeltes Linienraster war bestimmendes Gestaltungselement der Olympischen Spiele 1968. Von Briefmarken bis hin zum Bodenbelag um die Stadien herum wurde das Muster mit hohem Wiedererkennungseffekt vielfältig eingesetzt.

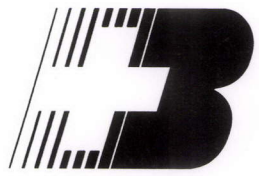
La trame linéaire développée à partir du projet de logo fut l'élément graphique déterminant des jeux Olympiques de 1968. Des timbres postaux aux revêtements de sol aux abords des stades, ce motif fut introduit sous les formes les plus diverses avec un formidable effet de reconnaissance.



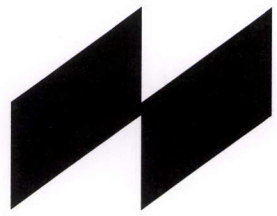




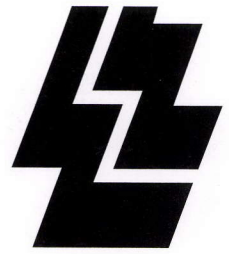
# Oblique



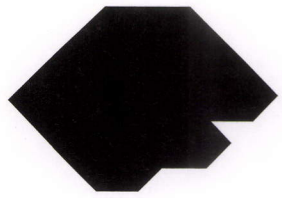
**Belair**
Airline
1979 · Armin Vogt · CH



**Nagase Rubber**
Sporting goods
1979 · Kazuo Tajima · JP



**ERCOA**
Machinery
1975 · Elías García Benavides · ES

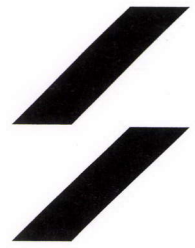


**Base Finanza**
Investment
1987 · A.G. Fronzoni · IT

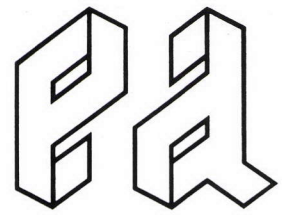
**Seiyu Stores**
Supermarket chain
1974 · Jitsuo Hoashi · JP

**Indian Airlines**
1973 · Benoy Sarkar · IN

**Frigerio**
Haulier
1983 · R. Nava, D. Soffientini,
A. Ubertazzi · IT

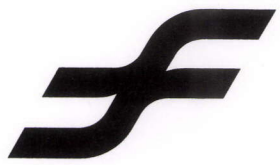


**Sogiplast**
Plastics
1982 · R. Nava, D. Soffientini,
A. Ubertazzi · IT



**Estudio Actual**
Art gallery
1968 · Nedo Mion Ferrario · IT/VE

# Schräg



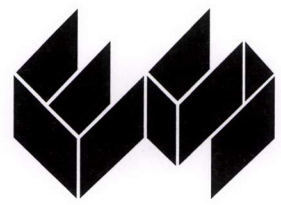
**Fukuoka City**
**Public Transport**
1979 · Fumio Koyoda · JP

**Tower Industries**
Stone surfaces
1981 · Thomas Ohmer, Koji Takei · US/JP

**Melbourne Whiting**
Construction company
1968 · Hans R. Woodtli · CH

**Homare Bowling Center**
Sports facility
1972 · Shuji Torigoe · JP

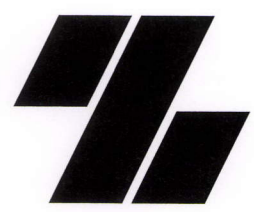
**Zürich Versicherungsgesellschaft**
Insurance
1971 · Jörg Hamburger · CH



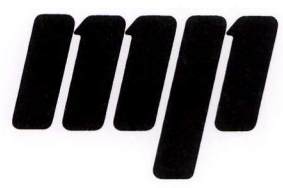
**Exposervice**
Exhibition promotion
1979 · Ernst Roch · CA

# Skewed

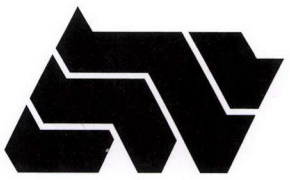
**Merinoteks**
Yarns
1970s · Andrzej Stypułkowski · PL



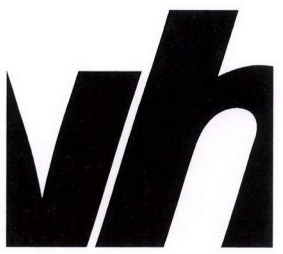
**Volker Zahm**
Advertising
1967 · Oanh Pham Phu · DE



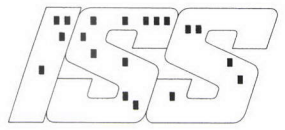
**Mizuno Print**
Printing
1976 · Kazuharu Fuji · JP



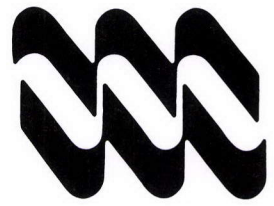
**Elektrowatt Zürich**
Energy and industry holding company
1973 · Odermatt+Tissi · CH



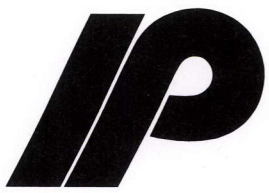
**vh Verlag**
Publishing
1970s · Helmut Schmid · DE



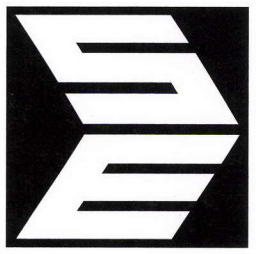
**International Scientific Systems**
Data processing
1963 · Fletcher, Forbes, Gill · UK



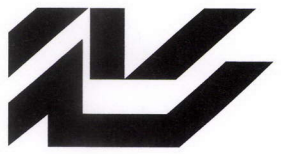
**Morse Shoe**
Footwear
1968 · Herman & Lees Associates · US



**Leykam**
Paper
1981 · Madeleine Bujatti · AT



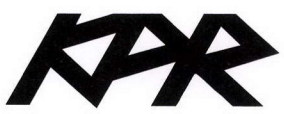
**S+E**
Industrial goods
1970s · Ekkehart Rustmeier · DE



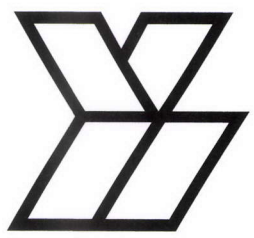
**Valextra**
Leather and plastic goods
1971 · Giulio Confalonieri · IT

**Fiat Costruzioni & Impianti**
Automobile engineering
1972 · Giovanni Brunazzi · IT

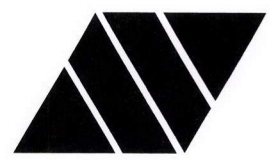
**Legler Industria Tessile**
Textiles
1968 · Jörg Hamburger · CH



**Kingsway Public Relations**
Communications company
1973 · Kate Osbar · UK

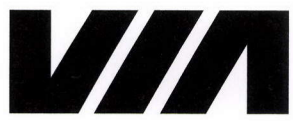


**Yoshioka Photography Studio**
1980 · Yonefusa Yamada · JP

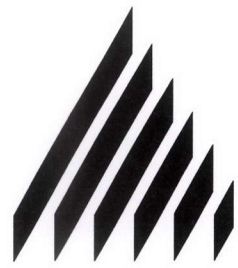


**International Audio-Visual Technical Centre, Antwerp**
1968 · Rob Buytaert · BE

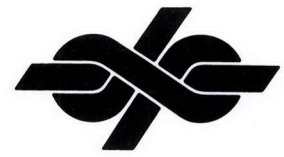
**Messaggeria Emiliana**
Parcel service
1963 · Valeriano Piozzi/Piozzi & Cima · IT



**Via Rail Canada**
Public transport
1978 · Anonymous · CA

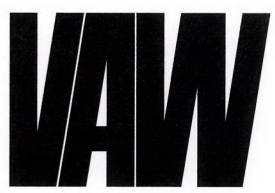


**Academic Aye Computer**
Computing
1980 · Minoru Takahashi · JP



**Overseas Marketing Corporation**
Technological development
1967 · Chandrashekhar Kamat/
Design Research Unit · UK

**Sterling Projects**
Property developer
1970s · Jack Evans · US



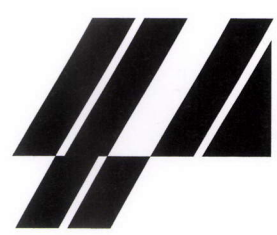
**VAW**
1970s · Heinz Schwabe · DE

**Matthews Real Estate**
1979 · Duane Wiens, Arvid Wallen · US

**Thomas Laufer & Associates**
Design
1968 · Thomas Laufer · US

**Panart**
Artist management
1969 · Rod Dyer · US

**Flughafen Immobilien Gesellschaft**
Real estate
1970s · Peter G. Ulmer · CH



**Istituto di Studi di Servizio Sociale**
Research institute
1970 · Michele Spera · IT

**Yeye**
Cosmetics
1967 · Armando Milani · IT

# Fiat

1967 · Armin Vogt · CH/IT

Ever since the mid-1950s, Jean Reiwald, owner of a small advertising agency in Basel, had dreamed of combining his profession with his passion for Italian automobiles. After applying to a series of companies to be allowed to present his work, he was finally appointed Fiat's advertising consultant for Switzerland in 1960. He quickly rose to the position of advertising advisor at Fiat headquarters in Turin, where one of his tasks was coming up with ideas on how to combine the company logo with the different types of automobile Fiat produced. It was then the turn of Reiwald's art director, Armin Vogt, to meet the challenge and develop a Fiat logo, a single unifying image to be used for all the corporation's products. In 1968, the new corporate design was introduced internationally. Vogt's design continued to be used, albeit with several modifications, until 1999.

Der Besitzer einer kleinen Werbeagentur in Basel Jean Reiwald träumte bereits Mitte der 1950er-Jahre davon, seine Vorliebe für italienische Autos mit dem Beruf zu verbinden. Nach zahlreichen Gesuchen um eine Präsentation berief man ihn 1960 schließlich zum Werbeberater für Fiat in der Schweiz. Schnell stieg er zum Ansprechpartner bei der Konzernzentrale in Turin auf, auch als man bei Fiat nach einer Lösung suchte, um das Firmenlogo mit der Typenbezeichnung der unterschiedlichen Automodelle zu verbinden. Reiwalds damaliger Art Director Armin Vogt entwickelte daraufhin ein neues Fiat-Logo, das in ein integriertes Markensystem eingebettet die Herausforderung überzeugend einfach umsetzte. Im Jahr 1968 wurde der neue Markenauftritt international eingeführt. Auch wenn das Design mehrfach angepasst wurde, war das von Vogt entworfene Logo bis 1999 in Verwendung.

Dès le milieu des années 1950, Jean Reiwald, propriétaire d'une petite agence publicitaire bâloise, rêvait de pouvoir concilier son métier et sa passion pour les voitures italiennes. En 1960, après toute une série de tentatives pour présenter ses idées, il fut finalement nommé conseiller publicitaire de Fiat Suisse. Reiwald devint rapidement un interlocuteur privilégié auprès de la centrale turinoise, notamment lorsqu'on chercha une solution pour combiner le logo Fiat et le nom des modèles de la marque. Armin Vogt, directeur artistique de Reiwald, développa alors un nouveau logo Fiat qui, intégré dans un système global d'identité visuelle, apportait une solution convaincante à ce défi. En 1968, la nouvelle image de la marque fut introduite au plan international. Même si le design général fut plusieurs fois remanié, le logo conçu par Vogt continua d'être utilisé jusqu'en 1999.

**Armin Vogt** (*1938) trained in several different design studios between 1954 and 1960, as well as attending the Zurich School of Arts and Crafts. After time spent working in Paris and Milan, between 1963 and 1969, he was art director at Jean Reiwald's advertising agency in Basel. Since 1970 he has had his own studio in Basel, working in every field of graphic design. He is also a gallery owner, publisher and lecturer, and a member of several Swiss design organizations.

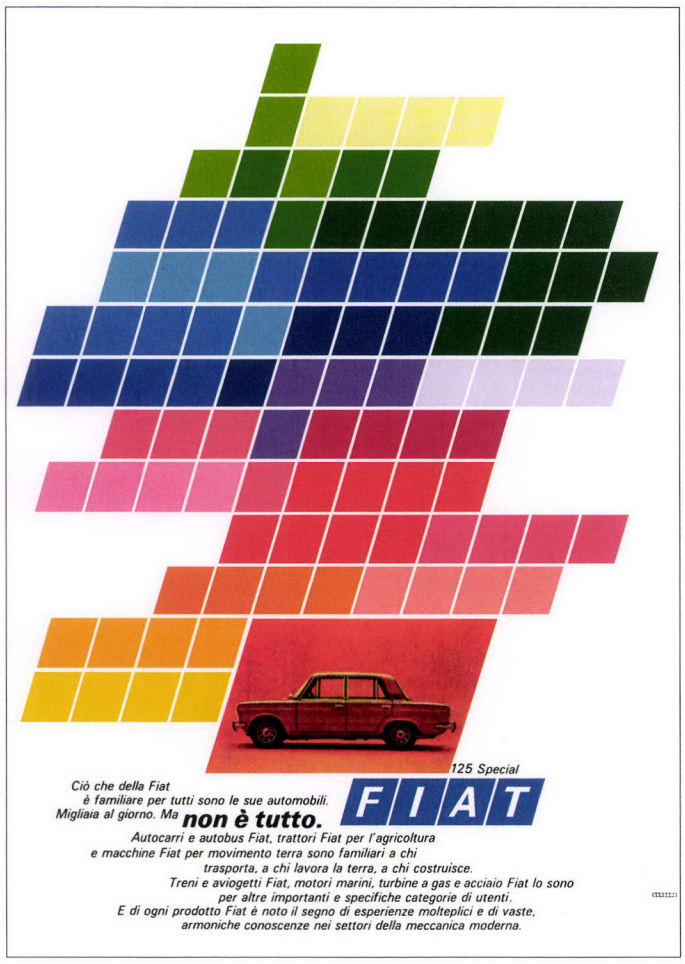
**Armin Vogt** (*1938) erhielt seine Ausbildung zwischen 1954 und 1960 in verschiedenen Ateliers sowie an der Kunstgewerbeschule Zürich. Nach Stationen in Paris und Mailand war er von 1963 bis 1969 Art Director bei der Jean-Reiwald-Werbeagentur in Basel. Seit 1970 ist er mit eigenem Studio in Basel in allen Bereichen des Grafikdesigns tätig. Neben seiner gestalterischen Tätigkeit ist er als Galerist, Verleger und Dozent aktiv und engagiert sich in verschiedenen schweizerischen Designverbänden.

**Armin Vogt** (*1938) s'est formé entre 1954 et 1960 dans différents ateliers et à l'École des arts et métiers de Zurich. De 1963 à 1969, après un passage par Paris et Milan, il travaille comme directeur artistique de l'agence publicitaire bâloise Jean Reiwald. À partir de 1970, il est actif dans tous les domaines du graphisme au travers de son propre studio bâlois. À côté de son activité professionnelle, Vogt travaille aussi comme galeriste, éditeur, enseignant, et s'engage dans différentes associations de graphistes en Suisse.

The design consisted of Univers Italic type set at an angle of 16 degrees, each letter encased in a box. The use of different colors and configurations gave each brand and model its unique identity.

Ausgerichtet am 16-Grad-Winkel der Schrift Univers Italic wurde das System aus Boxen konstruiert, in der jeweils ein Buchstabe eingesetzt war. Mittels unterschiedlicher Farbigkeiten und Anordnung der Boxen erhielten Modelle sowie Submarken ihre eigenständige Identität.

Le système de cases contenant chacune une lettre fut développé à partir de l'angle de 16° de la fonte Univers Italic. Les modèles et les sous-marques reçurent leur identité particulière grâce à l'utilisation de différents arrangements et coloris.




Based on the concept developed by Armin Vogt and his colleagues at Jean Reiwald's advertising agency, various designers experimented imaginatively with shapes, fonts and colors to create posters, adverts and brochures for international use.

Auf Basis der von Armin Vogt und seinen Kollegen bei der Jean-Reiwald-Werbeagentur entwickelten Grundlagen spielen international verwendete Plakate, Anzeigen und Broschüren verschiedener Gestalter kreativ mit den Elementen des Erscheinungsbildes: Form, Schrift und Farbe.

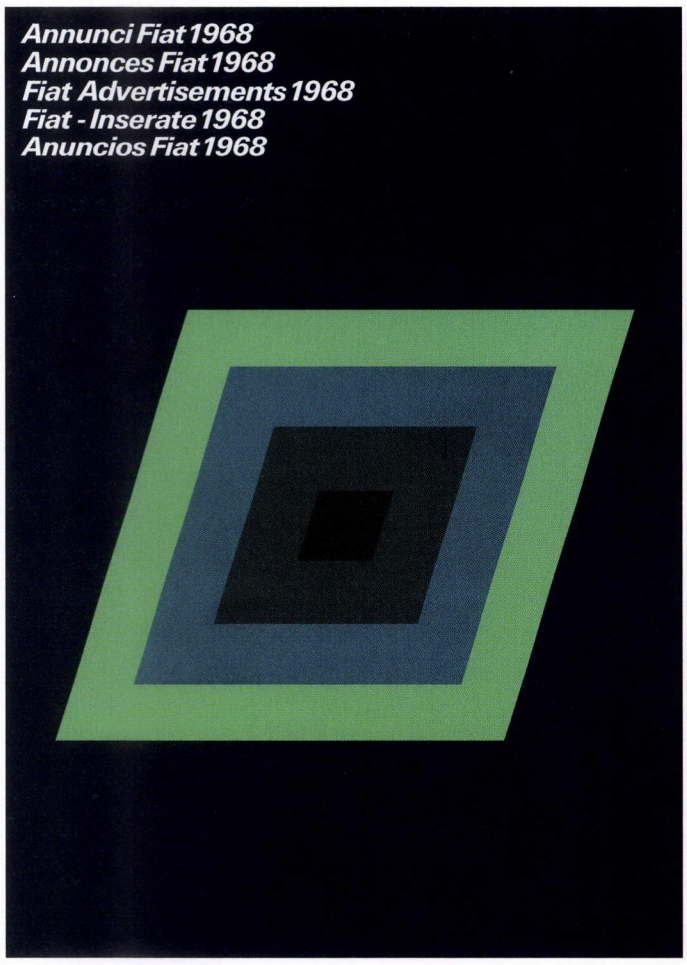
Sur la base des principes développés par Armin Vogt et ses collègues au sein de l'agence publicitaire Jean Reiwald, les affiches, annonces et brochures créées par différents graphistes pour une utilisation internationale, jouent de manière créative avec les éléments de l'identité visuelle : forme, police de caractères et couleur.

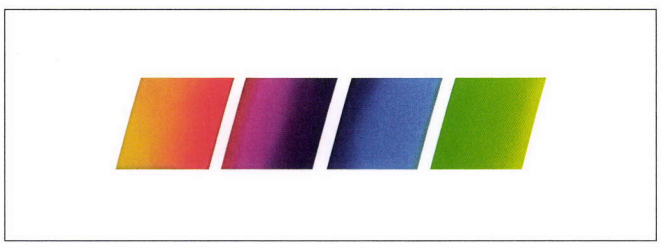
The Fiat trademark was so readily recognizable, even when it appeared in a truncated version, that it could be used for a variety of communications, such as adverts and invitation cards.

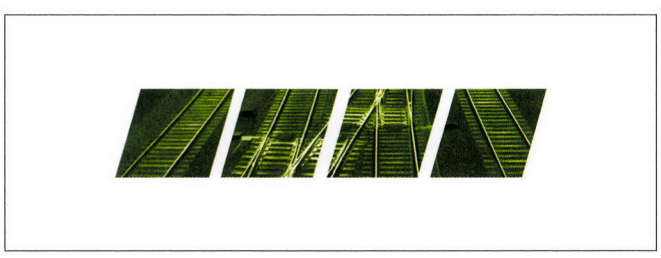
Der hohe Wiedererkennungseffekt des Fiat-Markenzeichens, selbst in unvollständiger Darstellung, machte es für unterschiedliche Medienanwendungen wie Ankündigungsanzeigen oder Einladungskarten einsetzbar.

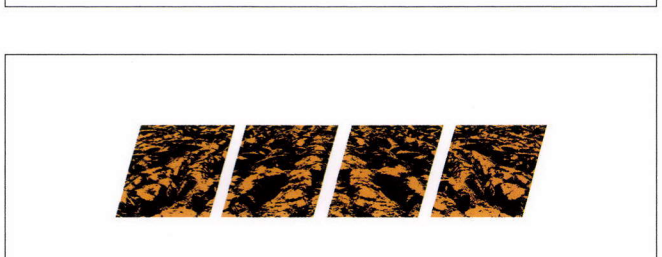
Le haut degré de reconnaissance de la marque Fiat, produit par le logo même incomplet, permit de l'utiliser dans différents médias comme des cartons des annonces ou d'invitation presse.

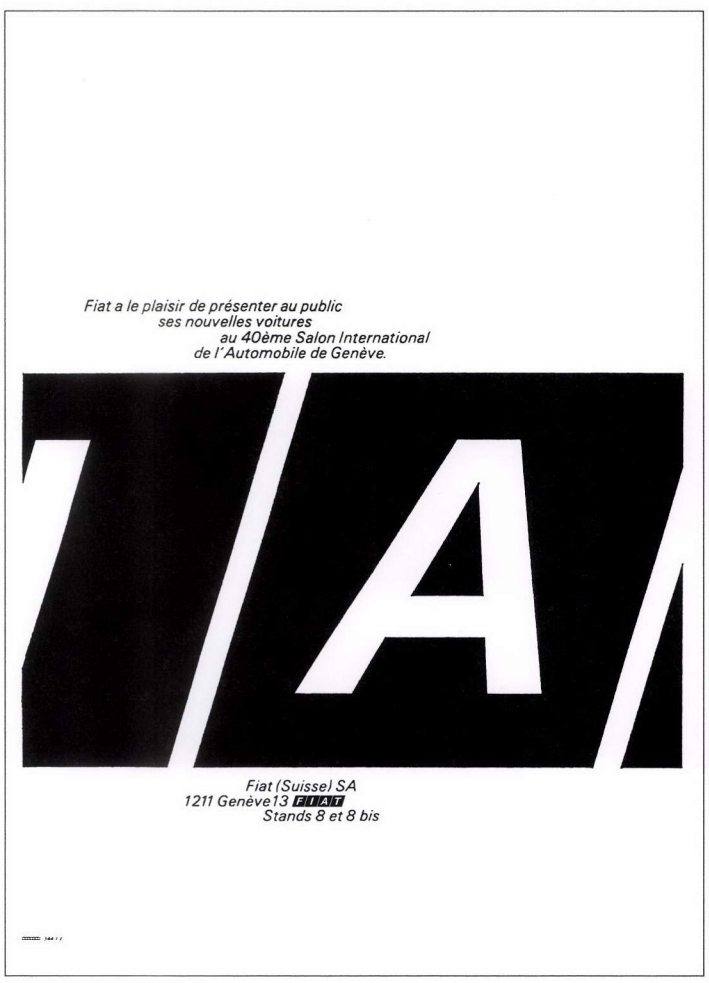
4
sports cars
128 Sport coupé
FIAT


Annunci Fiat 1968
Annonces Fiat 1968
Fiat Advertisements 1968
Fiat - Inserate 1968
Anuncios Fiat 1968

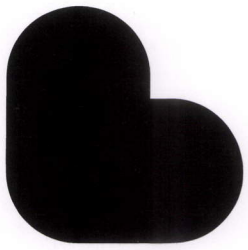







Fiat a le plaisir de présenter au public
ses nouvelles voitures
au 40ème Salon International
de l'Automobile de Genève.
Fiat (Suisse) SA
1211 Genève13 FIAT
Stands 8 et 8 bis

# Arrondi

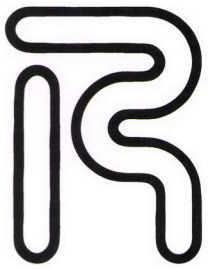


**Labor Abbigliamento**
Clothing
1972 · Giovanni Brunazzi · IT

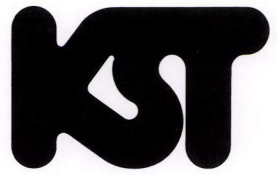
**Aldo Maspero**
Furniture
1971 · Studio GSZ · IT

**Institut für Latein-Amerikanische Studien der Universität St. Gallen**
Education
1981 · Jost Hochuli · CH

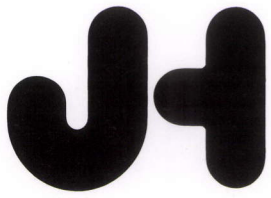
**Ole Lynggaard**
Goldsmith
1969 · Morten Peetz-Schou · DK



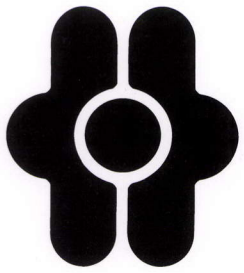
**Resch-Verlag**
Publishing
1977 · Karl Pfeifle · AT



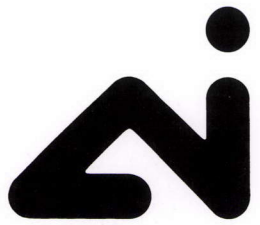
**Groupe Kastuan**
Urban planning
1970 · Pham Ngoc Tuan · FR



**Jeff Hirsh**
Furniture
1976 · Mike Quon · US



**Handi Polstermöbel**
Furniture
1970s · Werner Hartz · DE



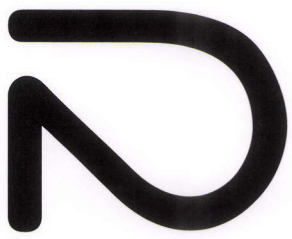
**Argos Industrial**
Textiles
1958 · Alexandre Wollner · BR

# Rund

**Kunimatsuya**
Retail
1979 · Koichi Watanabe · JP

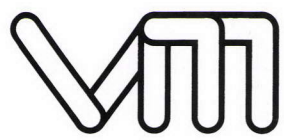
**Cerámica Zanon**
Ceramic tiles
1978 · Eduardo A. Cánovas · AR

**Hamburger Sparkasse**
Bank
1970s · Ekkehart Rustmeier · DE



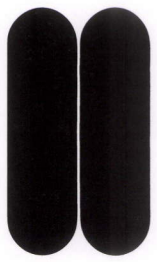
**Docenave Navegação**
Shipping operator
1967 · PVDI · BR

**SIF Società Fonografica**
Record label
1967 · Italo Lupi · IT



**Volumobili CA**
Interior design
1969 · Gerd Leufert · VE

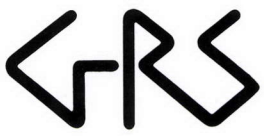
# Round



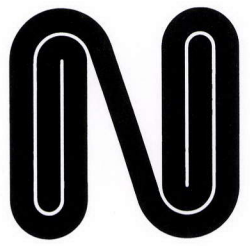
**Franck Olivier**
Clothing
1970 · Jean Delaunay/Look · FR

**SG6**
Technology sales conference
1967 · Salvatore Gregorietti/
Unimark International · IT

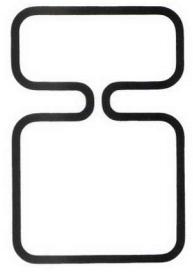
**Etcetera**
1966 · Nakajo Masayoshi · JP



**Gebrüder Reichert & Söhne**
Neon lighting
1950s · Pierre Gauchat · CH

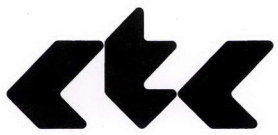


**Nortextil**
Clothing
1966 · Paul Brand · NO

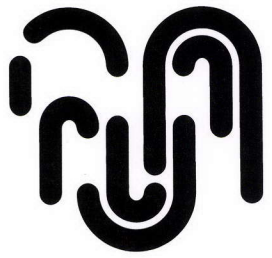


**I Neofigurativi**
Publishing
1967 · Franco M. Ricci · IT

**Plica Rohrfabrik Rüschlikon**
Pipes
1960s · Rudolf Bircher · CH



**Centro Tecnico Confederale**
Investment
1972 · Mimmo Castellano · IT

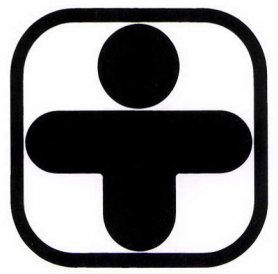


**Amsterdam Creative Team**
Design
1972 · Ben Bos · NL

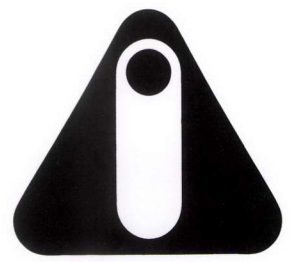
**Schappe International**
1965 · Hanns Lohrer · DE

**Leela**
Clothing
1960s · Henry Steiner · HK

**Napako**
Metalworks
1981 · Jiří Rathouský · CZ

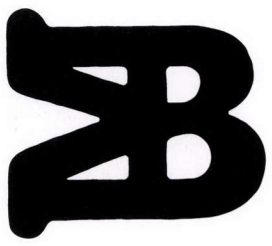


**Tsukamoto Gakuin**
Education
1969 · Tomoichi Nishiwaki · JP

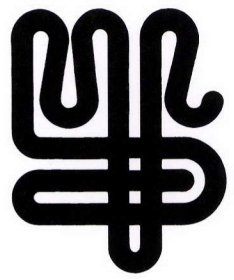


**Imai Seisakusho**
Cleaners and ovens
1981 · Kanju Morohoshi · JP

**Rebi**
Foods
1971 · Alain Pontecorvo/
Chourgnoz Publicité · FR



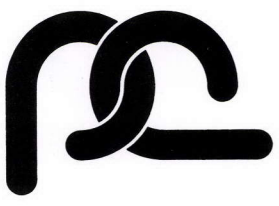
**Bernazzoli**
Furniture
1970 · Franco M. Ricci · IT



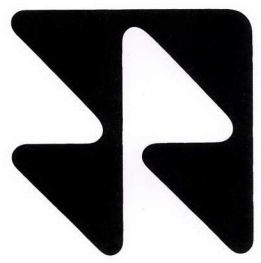
**Verband der Deutschen Textilindustrie**
Textiles organization
1971 · Hanns Lohrer · DE

**Sapio**
Olive oil
1971 · Mimmo Castellano · IT

**N. Busquets**
Plumbing
1971 · Enric Huguet · ES



**Patient Care Products**
Healthcare
1978 · Appelbaum & Curtis · US



**Isuzu**
Vehicle and engine manufacturer
1980 · Isuzu Design Department · JP

**Skema Srl**
Magazine
1969 · Marco Caroli · IT

**Antonio Ratti**
Silk
1970 · Giulio Confalonieri · IT

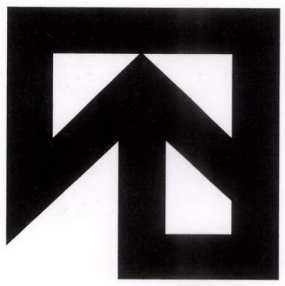
**Ideal Science Industry**
Printing
1979 · Shigeo Fukuda · JP

**Fazenda Buracão**
Agriculture
1970 · João Carlos Cauduro/
Ludovico Antonio Martino · BR

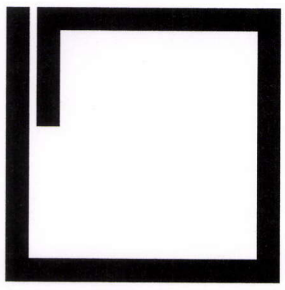
**Vides Cinematografica**
Film production
1972 · Michele Spera · IT

**Vieta**
Audio equipment
1968 · Pérez Sánchez · ES

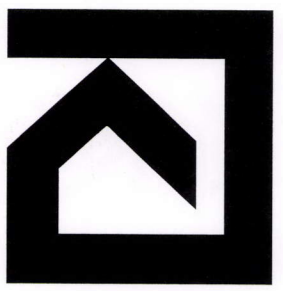
# Carré



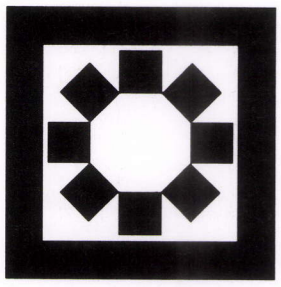
**Design-Garamond**
Industrial design
1968 · Jacques Nathan-Garamond · FR



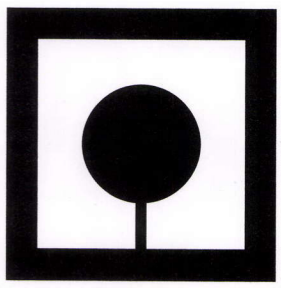
**E. H. Schelling Rümlang**
Container trade
1960 · Odermatt+Tissi · CH



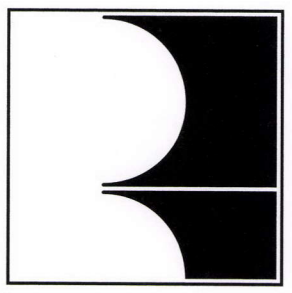
**William C. Shopsin**
Architecture
1960s · Anonymous · US



**Institut de Formation par le Groupe, Montréal**
1964 · Rolf Harder/
Design Collaborative · CA



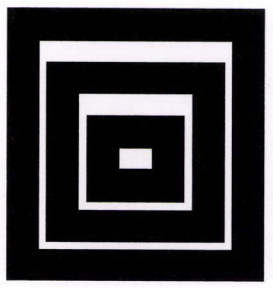
**Robert Feller**
Horticulture
1963 · Hans Knöpfli · CH



**Riam**
Furniture
1972 · Almerico de Angelis · IT

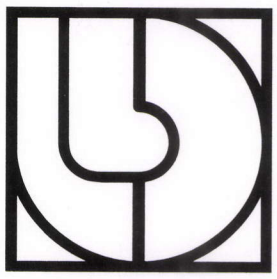
**Asgard-Verlag Dr. Werner Hippe**
Publishing
1969 · Schulz-Haller · DE

**7-Air**
Airline
1969 · Atelier Stadelmann Bisig · CH

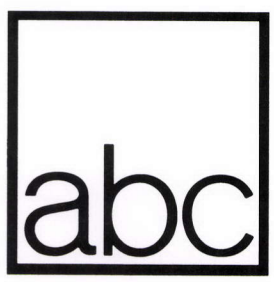


**Galerie Godard Lefort**
Art gallery
1964 · Fritz Gottschalk/
Gottschalk+Ash · CA

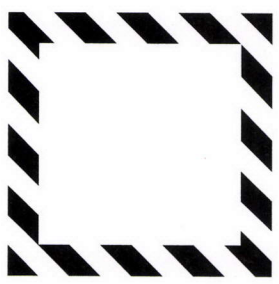
# Quadrat



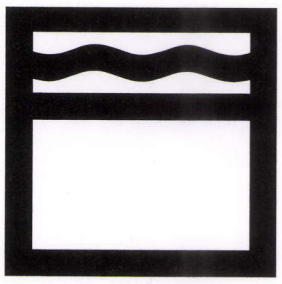
**Sidro**
Steel tubing
1959 · Wim Crouwel · NL




**Thomas Porzellan**
China
1963 · Ruedi Rüegg · CH

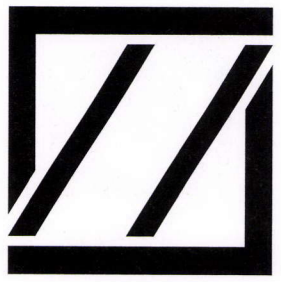


**Iveco**
Vehicle manufacturer
1978 · Carlo Malerba · IT



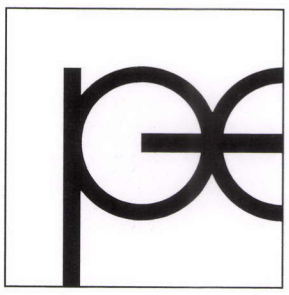
**Kunsteisbahn und Schwimmbadgenossenschaft**
Skating rink and swimming pool
1965 · Peter G. Ulmer · CH

**El Al**
Airline
1963 · Otto Treumann · NL



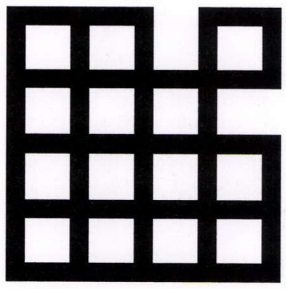
**Indústrias Zillo**
Industrial trading
1972 · Aloísio Magalhães/PVDI · BR

# Square

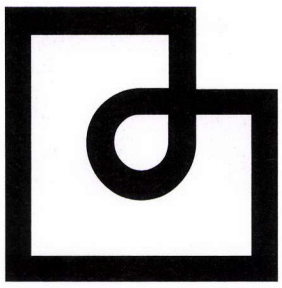


**Palazzi Editori**
Publishing
1963 · Max Huber · IT

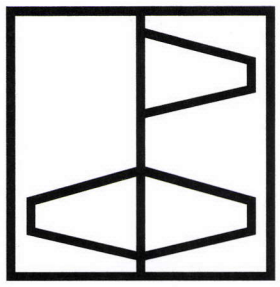
**Schweizerische Volksbank**
Bank
1960s · Helmuth Kurtz · CH



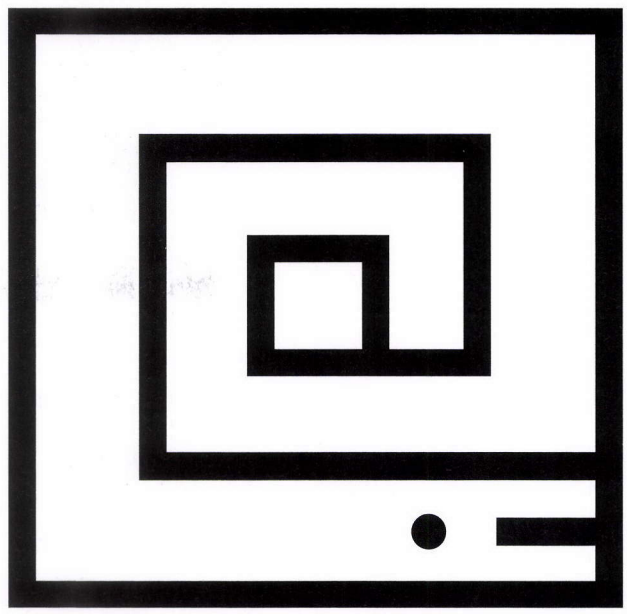
**Taka Design Production**
Design
1981 · Shinichi Takahara · JP



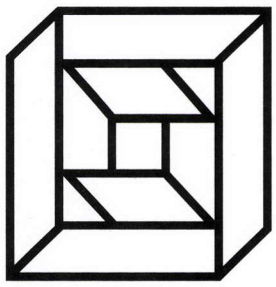
**Complejo Plástico, Isla Margarita**
Art center
1970 · Nedo Mion Ferrario · VE



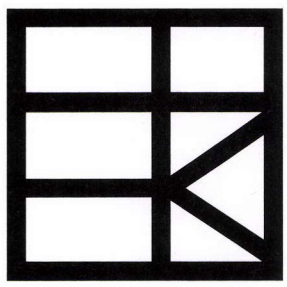
**Plieger**
Sanitation
1958 · Wim Crouwel/Total Design · NL



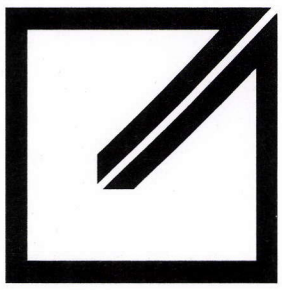
**Marktgass-Passage Apotheke**
Pharmacy
1964 · Paul Sollberger · CH



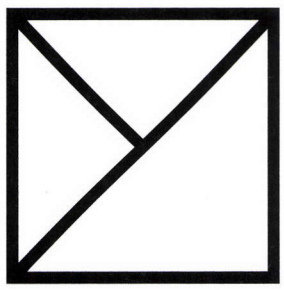
**Essedi Editrice**
Publishing
1972 · Giancarlo Iliprandi · IT



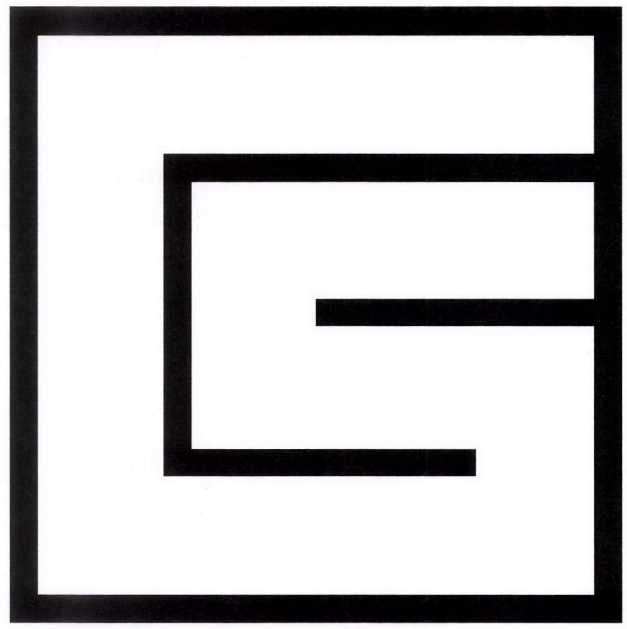
**Universität der Künste, Berlin**
Arts university
1960s · Helmut Lortz · DE



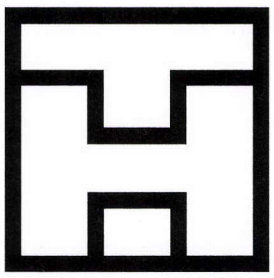
**Hans-Kjell Larsen**
Architecture
1970 · Paul Brand · NO



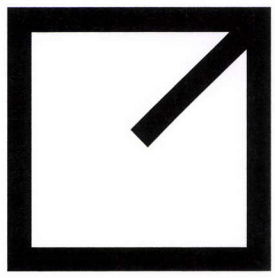
**Yamada Design Room**
1968 · Yonefusa Yamada · JP



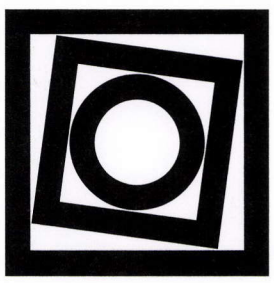
**Carl Steinherr**
Design
1964 · Carl Steinherr · NL



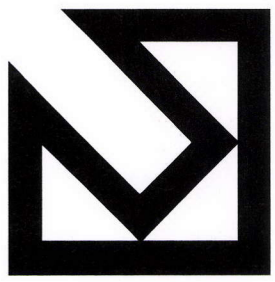
**Thomas I. Hull**
Insurance
1967 · Chris Yaneff · CA



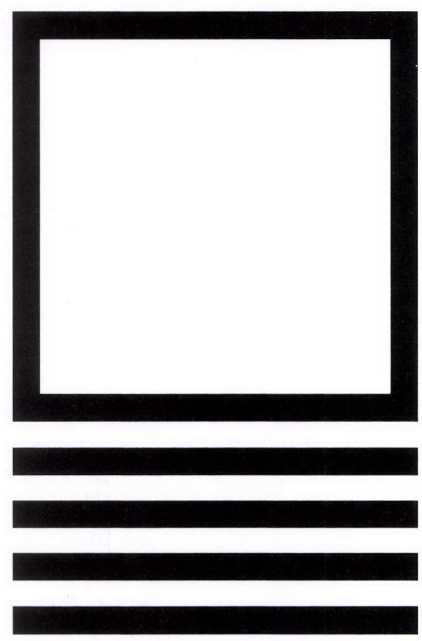
**Astoris**
1973 · R. Nava, D. Soffientini,
A. Ubertazzi · IT



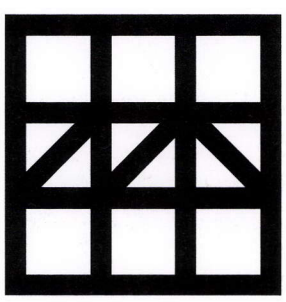
**Walter Nievergelt Klischeeanstalt**
Prepress services
1960s · Walter Bangerter · CH



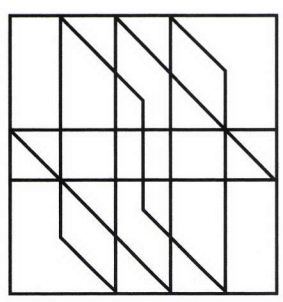
**Maria Mazzara**
Design
1970 · Maria Mazzara · US



**La Cie J. B. Rolland & Fils**
Paper
1960 · George Huel · CA



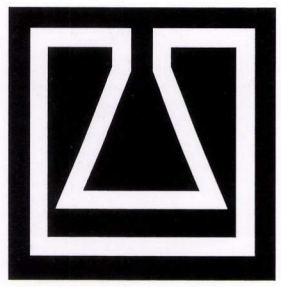
**Smith Construction**
1958 · Ernst Roch, Rolf Harder/
Design Collaborative · CA



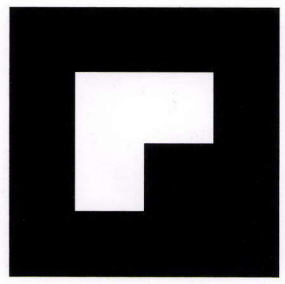
**Schauspielgemeinschaft Zürich**
Actors association
1954 · Leo Gantenbein · CH

**Larson Enterprises**
Photographic reflectors
1963 · James Cross · US

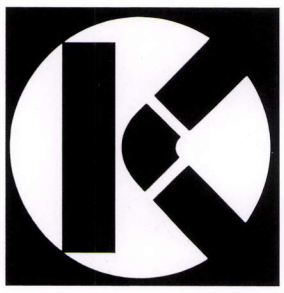
**Angelo Valaguzza**
Luggage
1970 · Pino Tovaglia · IT



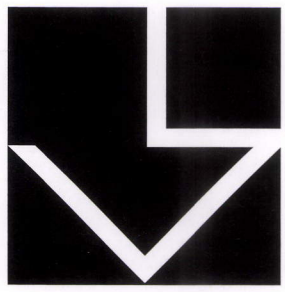
**Laboratori Cosmochimici**
Chemicals
1950 · Walter Ballmer · CH



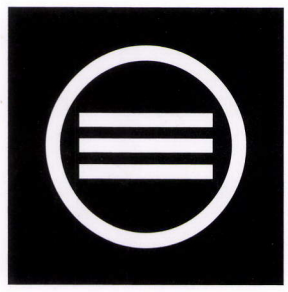
**Constructora Los Alamos**
Construction company
1969 · José Santamarina/
Elias & Santamarina · ES



**Keenan Pipe & Supply Company**
Pipes and fittings
1968 · Thomas Laufer
& Associates · US



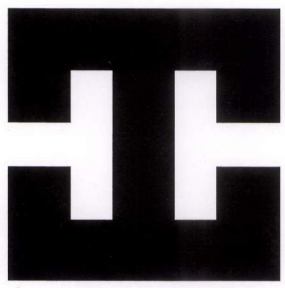
**Luciana Valcarenghi**
Antiques
1957 · Albe Steiner · IT



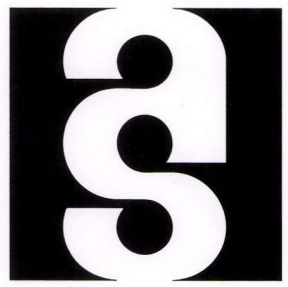
**Phoenix Rheinrohr**
Steelworks
1950s · Anonymous · DE

**Klik**
Photographic accessories
1969 · Ribas & Creus · ES

**Joseph P. Kennedy Foundation**
Charity
1960s · Raymond Loewy,
William Snaith · US

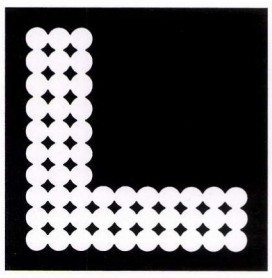


**Tenax**
Refractory materials
1947 · Carlo L. Vivarelli/
Studio Boggeri · IT

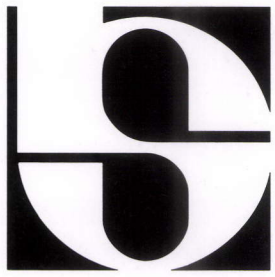


**Adresser Service**
1968 · Paul Brand · NO

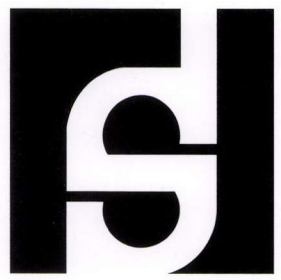
**Bramin**
Furniture
1960s · Anonymous · DK



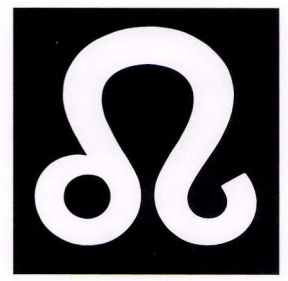
**LaSalle Steel**
Steelworks
1962 · Morton Goldsholl · US



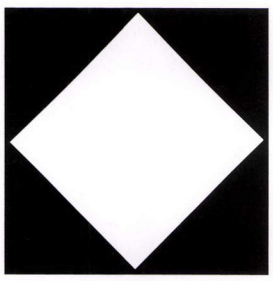
**BS**
Tires
1959 · Ilio Negri · IT



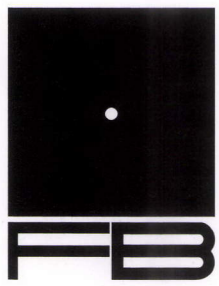
**Direkt Mailing Service**
Delivery service
1968 · Paul Brand · NO



**Apotheke Ehrensberger**
Pharmacy
1950s · Helmuth Kurtz · CH

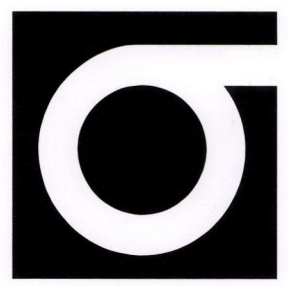


**Nomos Verlagsgesellschaft**
Publishing
1963 · Willy Fleckhaus · DE



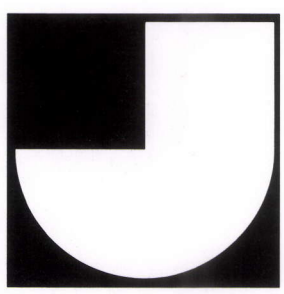

**Studio Fotografico F. B.**
Photo studio
1964 · Veniero Bertolotti/Studio 4 · IT

**Nordisk Film**
Film production
1968 · Paul Brand · NO

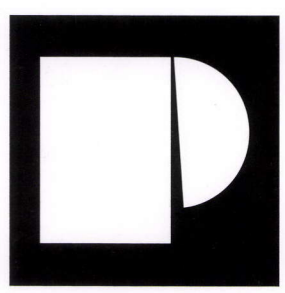


**System-Offner**
Varnishing and paint finishing
1963 · Hanns Lohrer · DE

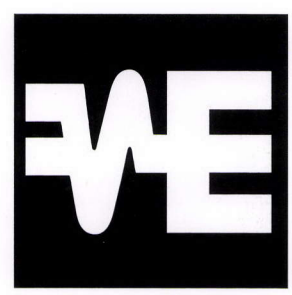
**Telemeccanica Elettrica**
Electronics
1958 · Bob Noorda/
Unimark International · IT



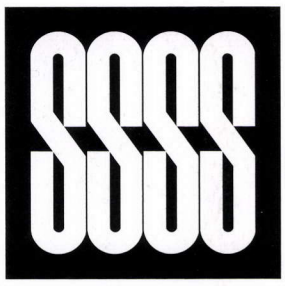
**Jermi**
Silks
1965 · Walter Del Frate · IT



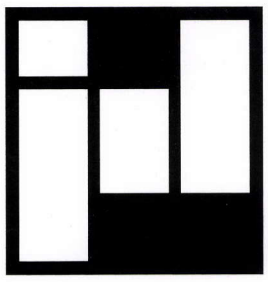
**De Forenede Papirfabrikker**
Paper
1967 · Morten Peetz-Schou,
Krister Appelfeldt · DK



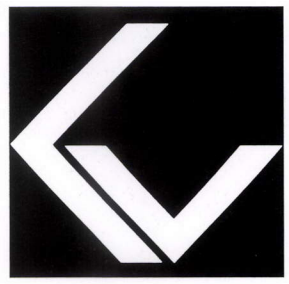
**Elektro**
Electronics
1960s · Josef Týfa · CZ



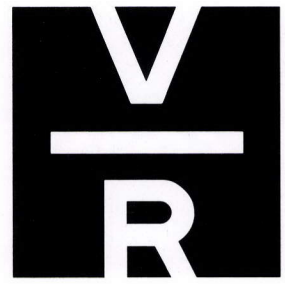
**Comitato per la Seta Italiana**
Committee for Italian silk
1960s · Franco Grignani · IT



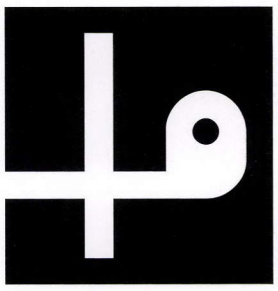
**International Research & Development**
Research and development
1964 · David Caplan · UK



**Kohlenversorgungs AG**
Coal
1963 · Igildo Biesele · CH



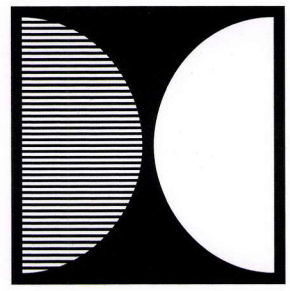
**Veeder-Root**
Counting control devices
1960s · Chermayeff & Geismar · US



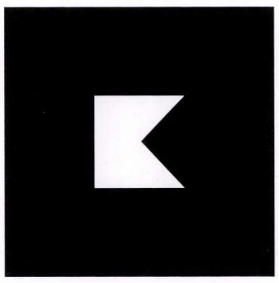
**Schweizer Tabak**
Tobacco
1950s · Adolf Flückiger · CH

**Are Bildarchiv**
Image archive
1973 · Helmut Schmid · DE

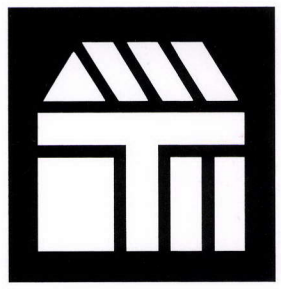
**Structural Products**
Aluminum
1958 · Fred Witzig · US



**Papierfabrik Cham**
Paper
1968 · Paul Leber/Leber & Schmid · CH

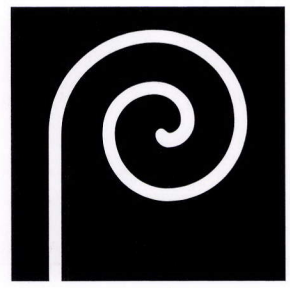


**Textilhaus Kemmerling**
Clothing
1950s · Robert Sessler · CH

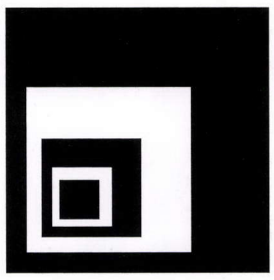


**K. Täumer & Söhne Ziegeldächer**
Roofer
1961 · Otto Kuchenbauer · DE

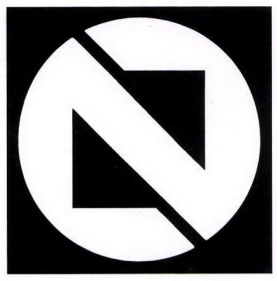
**Hamac-Hansella**
Packaging machines
1960 · Wolf D. Zimmermann · DE



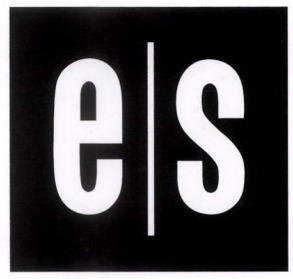
**Torii & Co.**
Pharmaceuticals
1977 · Kazuo Tanaka · JP



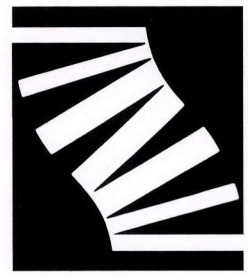
**Ospinas y Cia.**
Construction company
1974 · Dicken Castro · CO



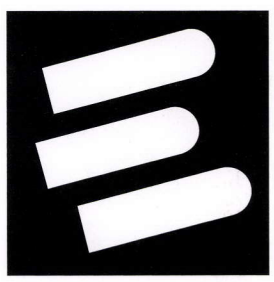
**PR-Consult**
Public relations
1967 · Paul Brand · NO



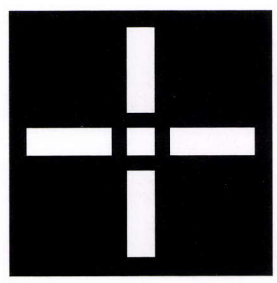

**Eugen Schmidt**
Furniture
1955 · Helmut Lortz · DE



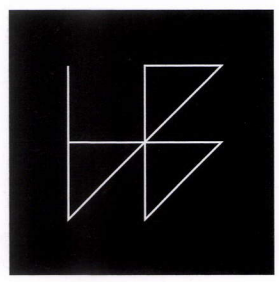
**Hyspan**
Expansion joints
1982 · Calvin Woo, Mike Whalen · US



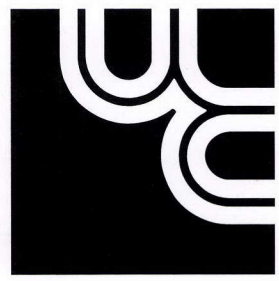
**Edil Glass**
1978 · Walter Hergenröther · IT



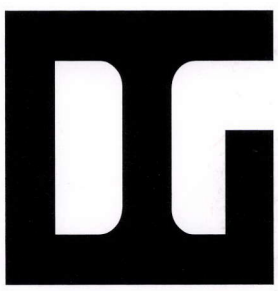
**Aero Exploration**
Aerial photography
1967 · Eckhard Neumann · DE



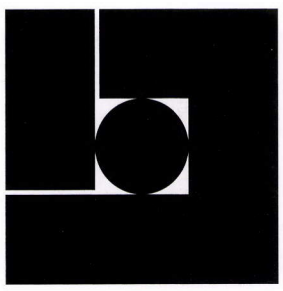
**Harcourt, Brace and World**
Publishing
1962 · Tom Geismar/
Chermayeff & Geismar · US



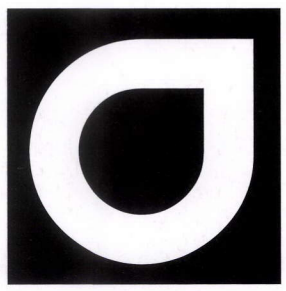
**Ingstroi**
Highway construction
1982 · Nicolay Pecareff · BG



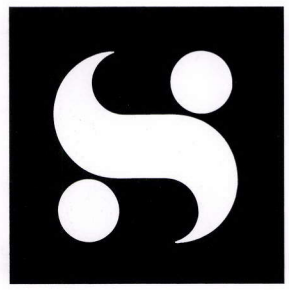
**Luc Dugardyn**
Architecture
1960 · Michel Olyff · BE



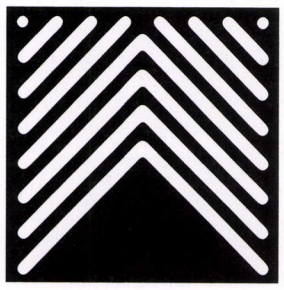
**Klaus Becker**
Insurance
1965 · Klaus Winterhager · DE



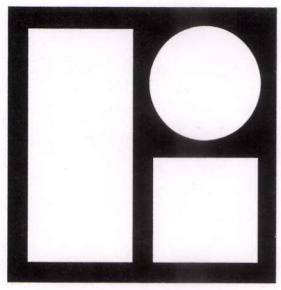
**Aprior**
Swiss watch industry syndicate
1969 · Julien van der Wal · CH



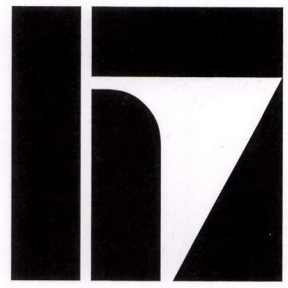
**Scott Paper**
Toilet paper
1960s · Hiram Ash/
George Nelson & Co. · US



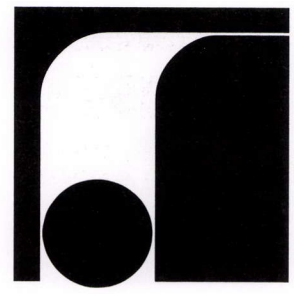
**Home Store**
1973 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



**Litton Industries**
Electrical systems
1958 · Robert Miles Runyan · US

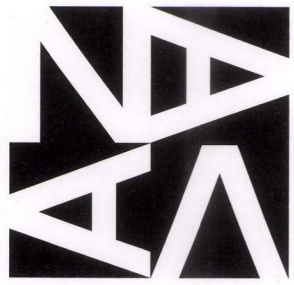


**Hogarotel 7**
Hotel industry congress
1967 · Ernesto Moradell Català · ES



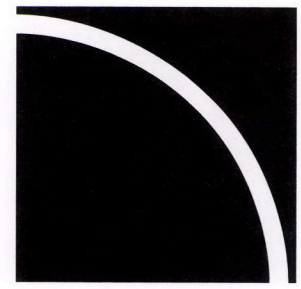
**Novotar**
Concrete construction
1973 · František Bobáň · CZ

**Tuna Çelik**
Metalworks
1982 · Burhan Tastan · TR

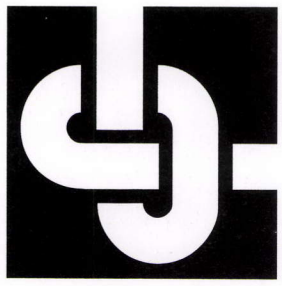


**Nava Officine Grafiche**
Printing
1968 · Max Huber · IT

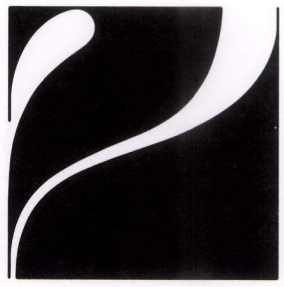
**Polifarma**
Pharmaceuticals
1967 · Carmelo Cremonesi/
Stile-Advertising · IT



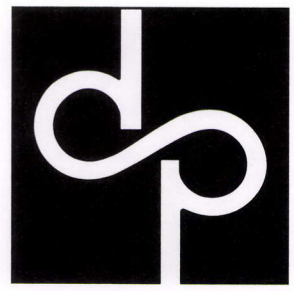
**Rising Sun**
1978 · Tadashi Ishikawa,
Hideko Sakado · JP



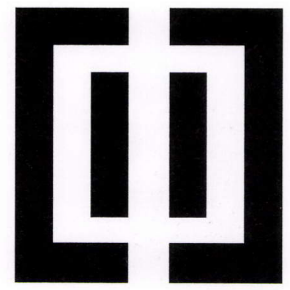
**Van Besouw**
Looms
1968 · Gerard Wernars · NL



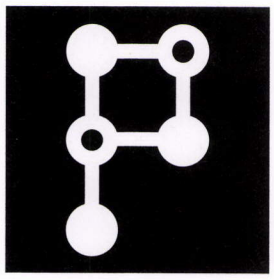
**Zins**
Clothing
1967 · Daniel Maurel/
Chourgnoz Publicité · FR



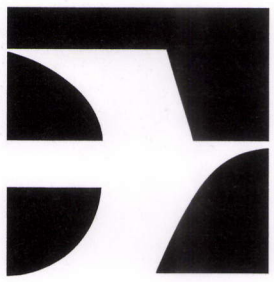
**William Paton Sales**
Braided cords
1963 · Eurographics · UK



**Toiminimi Mome**
Door handles
1969 · Eka Lainio/
Markkinointi Viherjuuri · FI

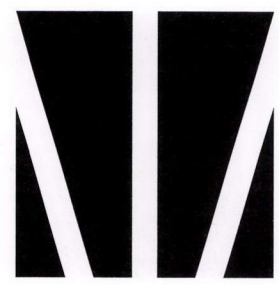


**Toyo Rayon**
Synthetic fibers
1962 · Makoto Wada · JP

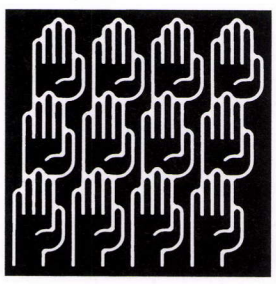


**Československé Státní Aerolinie**
Airline (proposed design)
1960s · Jiří Rathouský · CZ

**Oliver Tyrone Corporation**
Real estate
1970 · Francis R. Esteban · US

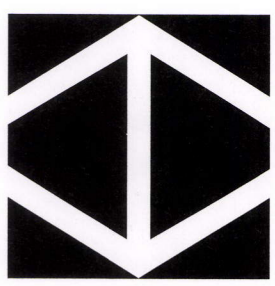


**Marsol**
Polyvinyls
1970 · Ilio Negri · IT

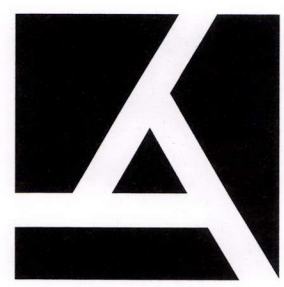


**Mani Tese**
Sustainability
1970 · Pino Tovaglia · IT

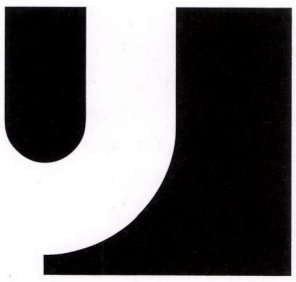
**Schillemans Ontwerper**
Design
1969 · A. G. Schillemans · NL



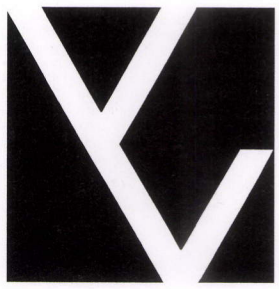
**Shepherd Building Group**
Construction company
1964 · Eurographics · UK



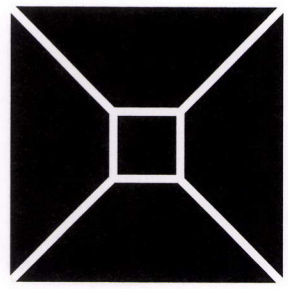
**Anliker & Co.**
Elevators
1955 · Hans Neuburg · CH



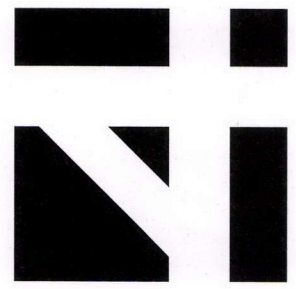
**Albert Uldry Siebdruckerei**
Printing
1960s · Kurt Wirth · CH



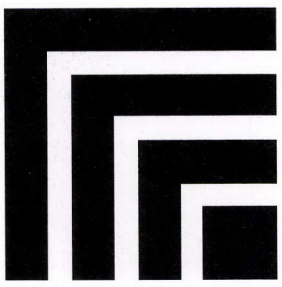
**Viktoria Verlag**
Publishing
1950s · Kurt Toggweiler · CH



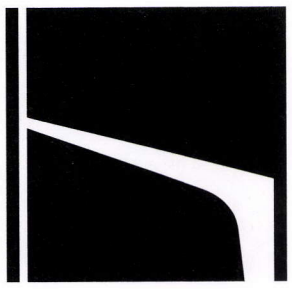
**The Lab Memorial Library**
Social science training
1969 · Hayward R. Blake/
The Design Partnership · US



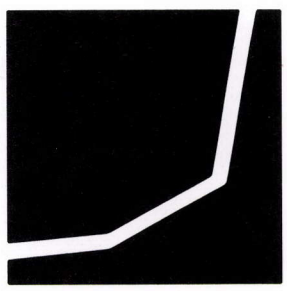
**Alag**
Construction company
1960 · Hans Knöpfli · CH



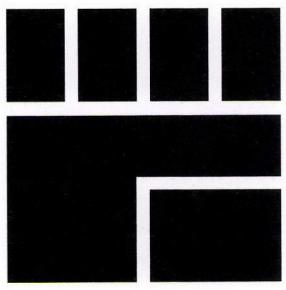
**Polaha & Somers**
1970 · Ronald Cutro · US



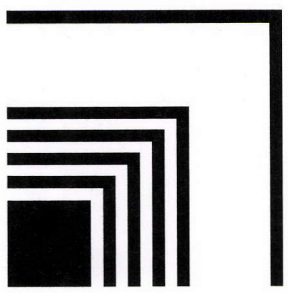
**Hüttemann-Holzbau**
Carpentry
1970 · Ulrich Schürmann · DE



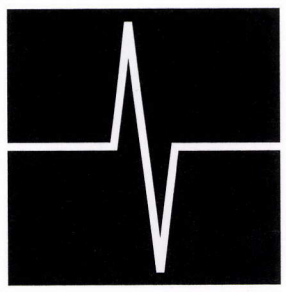
**Raymond Chabot**
**Martin Paré & Associates**
Accounting
1982 · Vasco Ceccon · CA



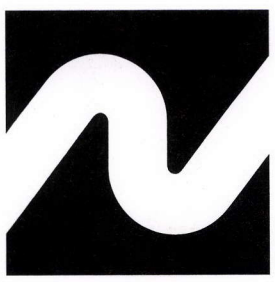
**Editorial Estela**
Publishing
1971 · Enric Satué · ES



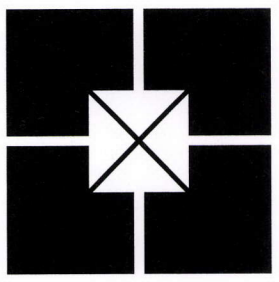
**Aerhotel**
Hotel
1968 · Pino Tovaglia · IT



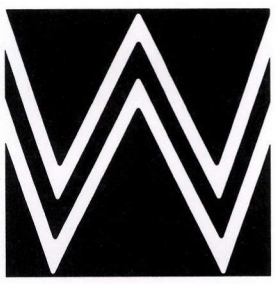
**Electro Physical Instruments**
1966 · Ernst Roch/
Design Collaborative · CA



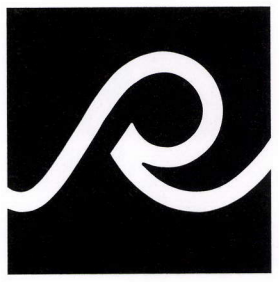
**Nippon Unit Load**
Container companies
1977 · Koichi Watanabe · JP



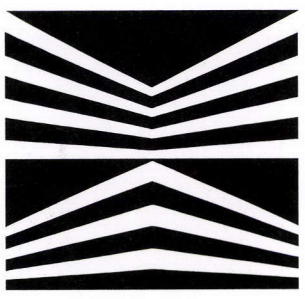
**Rochester Institute of Technology**
**Information Center**
1966 · R. Roger Remington · US



**Marchiorello**
Clothing
1969 · Pino Tovaglia · IT

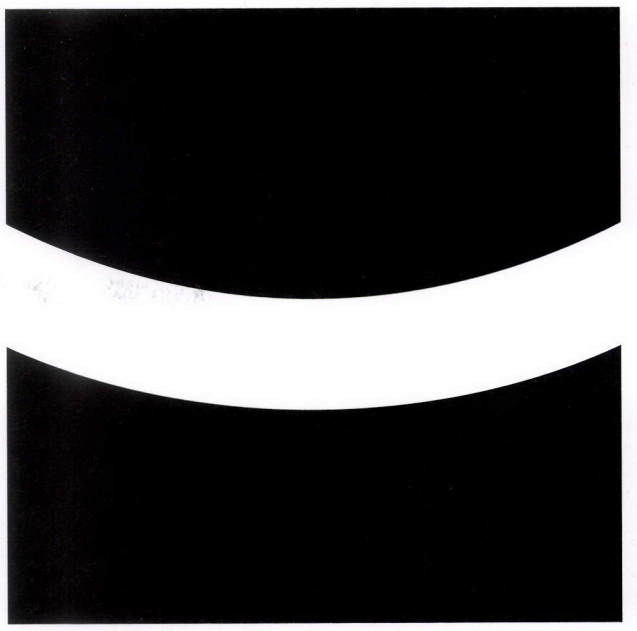


**Rakennustaiteen Seura**
Architects association
1956 · Jukka Pellinen · FI

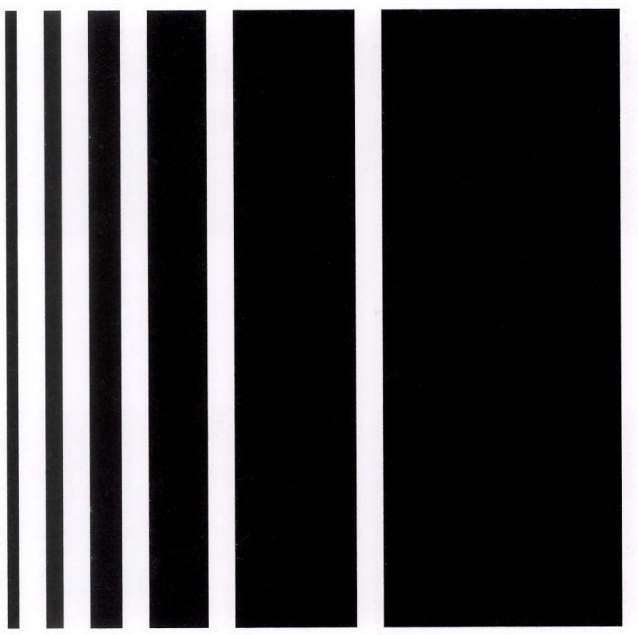


**Sarrió**
Paper
1970 · Tomás Vellvé · ES

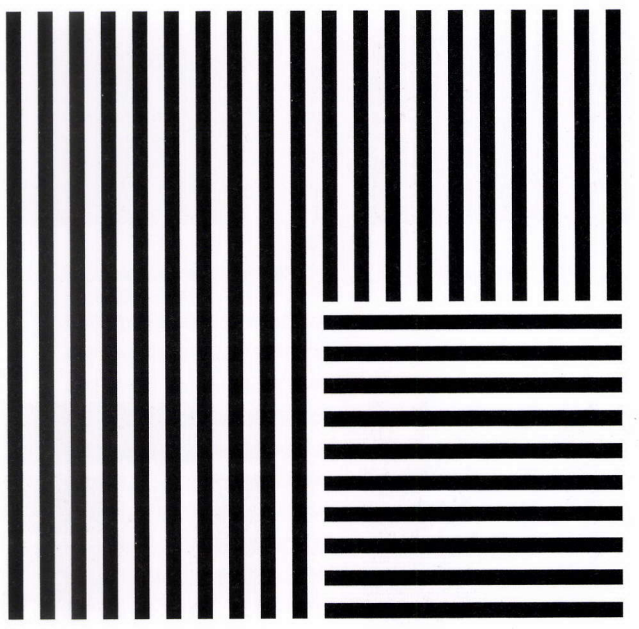
**Embratur**
Tourism
1977 · PVDI · BR



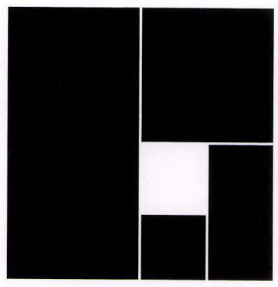
**Amt für Sozialversicherung**
Social security
1960s · Walter Bangerter · CH



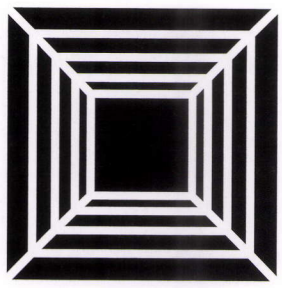
**Registro Tumori del Piemonte e la Valle D'Aosta**
Cancer research institute
1971 · Giovanni Brunazzi · IT



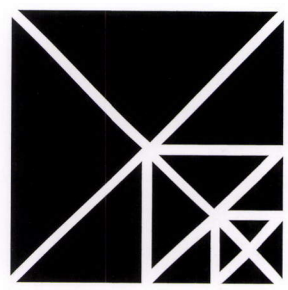
**Centro di Cultura G. Puecher**
Cultural center
1969 · Franco Grignani · IT



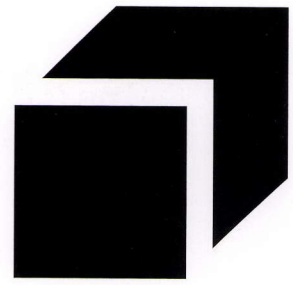
**Galerie Schindler**
Art gallery
1962 · Paul Sollberger · CH



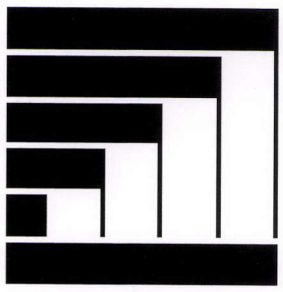
**Glendale Center Theater**
1979 · Scott Engen · US



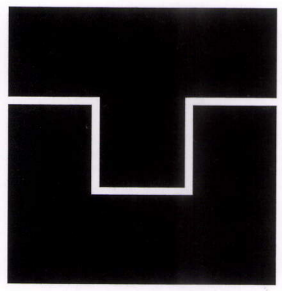
**Ministerio de Desarrollo Económico**
Ministry of economic development
1968 · Dicken Castro · CO



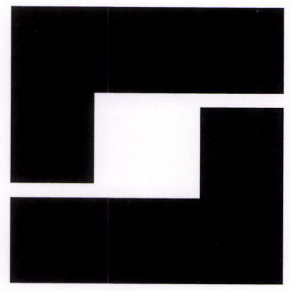
**Goldmann Cegos**
Education
1969 · Carlo Bruni · IT



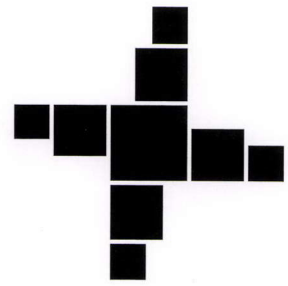
**San Francisco Executive Park**
Office campus
1981 · Harry Murphy · US



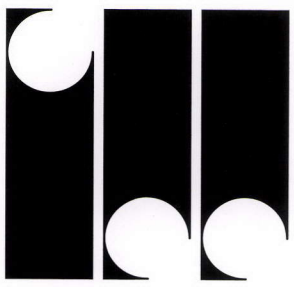
**Domus Ricera**
Publishing
1956 · Giulio Confalonieri · IT



**Schäfer Architekten**
Architecture
1950s · Georges Calame · CH

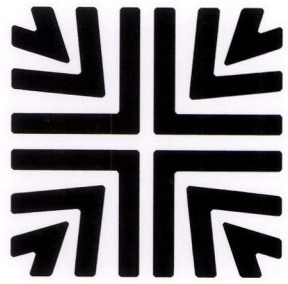


**Instituto de Desarrollo Urbano**
Urban planning
1973 · Dicken Castro · CO

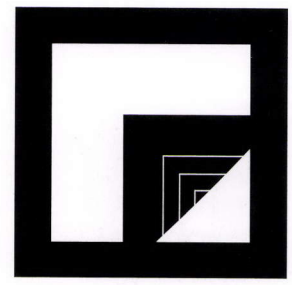


**Instituto de Diseño**
Design institute
1964 · Gerd Leufert · VE

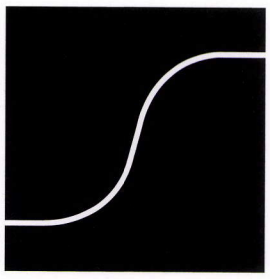
**Werb'-Günther**
Advertising and publishing
1965 · Hace Frey · DE



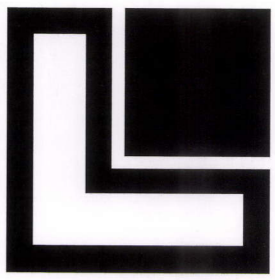
**Municipality of the City of Buenos Aires**
1979 · Eduardo A. Cánovas · AR



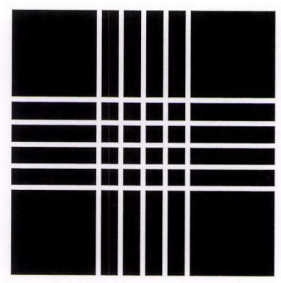
**Eurodomus**
Interior design book series
1956 · Giulio Confalonieri · IT



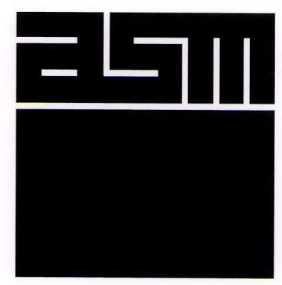
**Symphonic Electronic Corporation**
Consumer electronics
1969 · Jean Morin, John Murray · CA



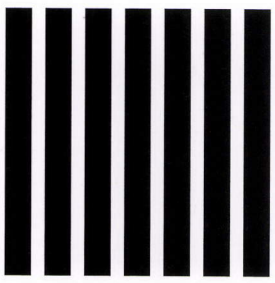
**Bundesvereinigung Deutscher Heimstätten**
Housing association
1971 · G.W. Hörnig · DE



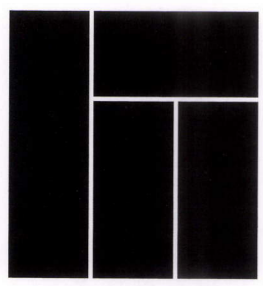
**Kinnasand**
Curtains and carpets
1960s · Anonymous · SE



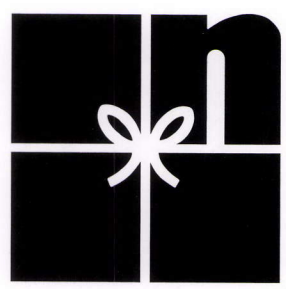
**ASM**
1972 · Max Huber · IT



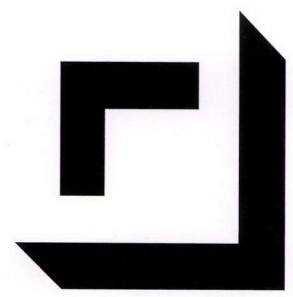
**Alfred Scherz Verlag**
Publishing
1953 · Paul Sollberger · CH



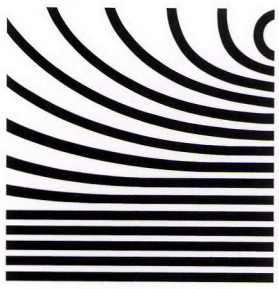
**Woningbouwvereniging de Goede Woning**
Construction company
1970 · Ralph Prins · NL



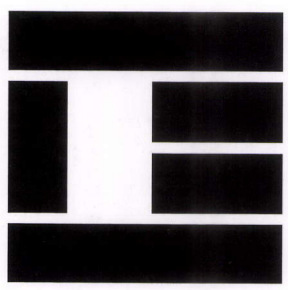
**Versandhaus Neckermann**
Mail-order (proposed design)
1960s · Wolfgang Freitag · DE



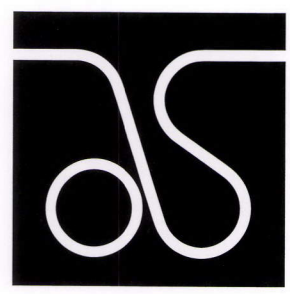
**Terimobel**
Real estate
1967 · Julian Key · BE



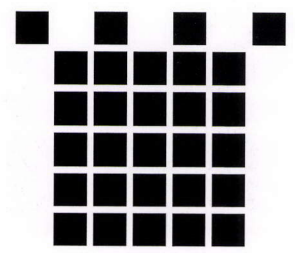
**Papier und Druck**
Printing
1960s · Gregor Kintzel · DE



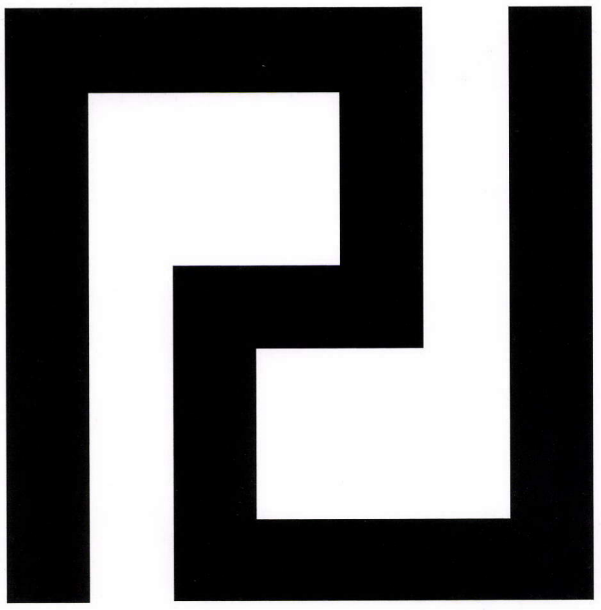
**Mursten og Fliser Producenter**
Bricks
1969 · Ove von Späth · DK



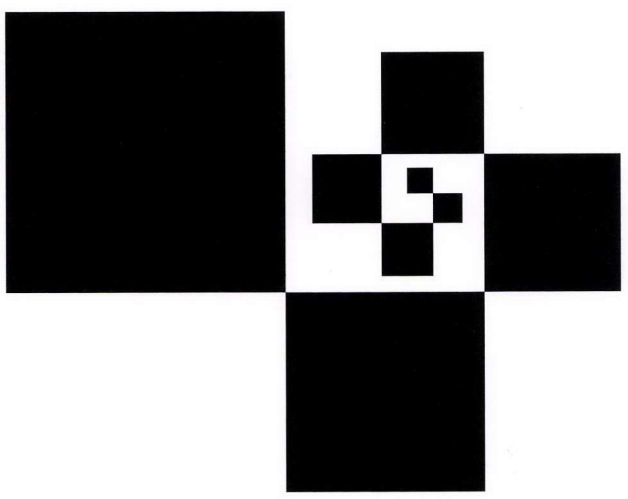
**Ansbacher Siegel**
Printing
1970s · Robert Hagenhofer · US



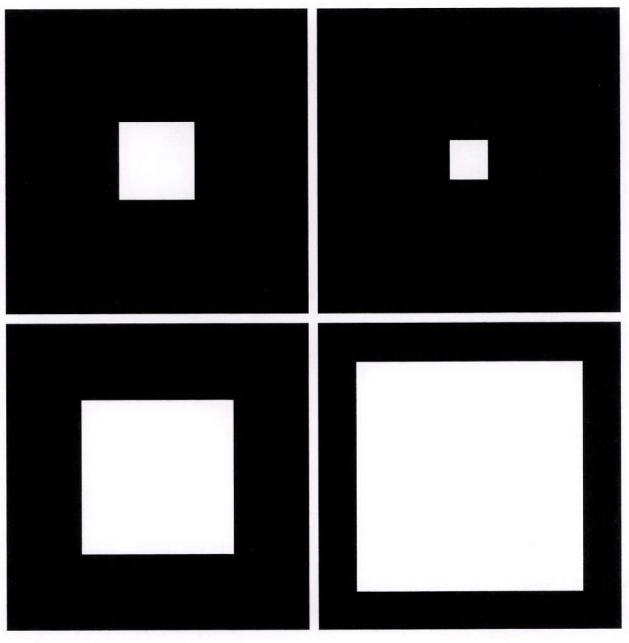
**La Banque Caraïbe**
Bank
1983 · Harry Murphy · US



**Peter Doehler**
Management consultancy
1968 · Oanh Pham Phu · DE

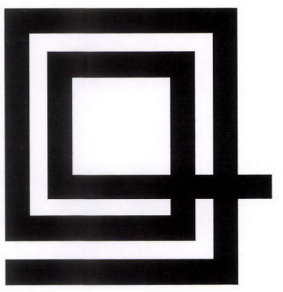


**Larsen Design Office**
1976 · Tim Larsen · US

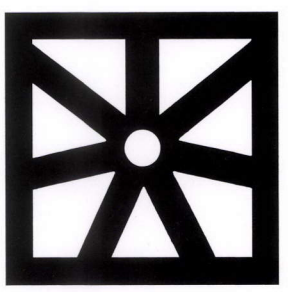


**Olivetti Systed**
Educational institution
1971 · Walter Ballmer · IT

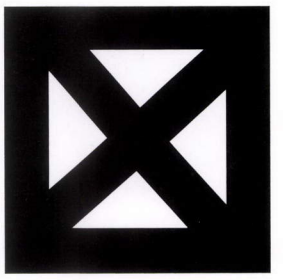
**Gottlieb Kistler-Söhne**
Sawmill
1959 · Odermatt+Tissi · CH



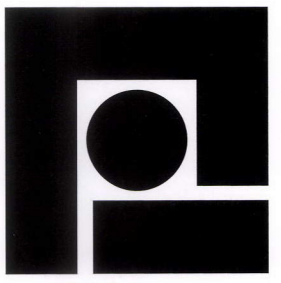
**Olivetti**
Business machines
1956 · Marcello Nizzoli · IT



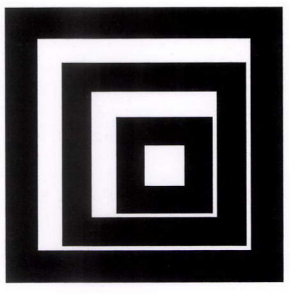
**Verlag Dr. M. Schulze**
Publishing
1978 · Hansherbert Buschhüter · DE-GDR



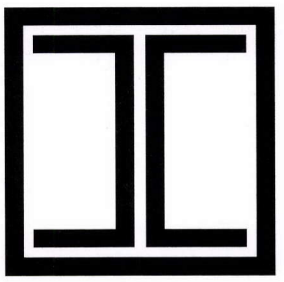
**Stichting Culturele Integratie van Noord en Zuid**
Cultural association
1968 · Rob Buytaert · BE



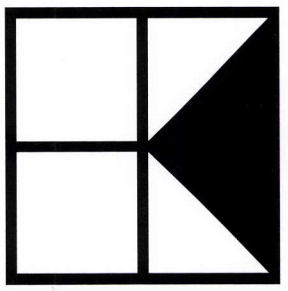
**Salon International de Galeries Pilotes**
Exhibition
1960s · Roger-Virgile Geiser · CH



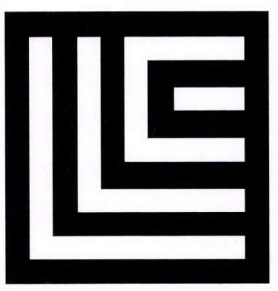
**Mostra Mercato d'Arte Contemporanea**
Art fair
1963 · Piero Sansoni · IT



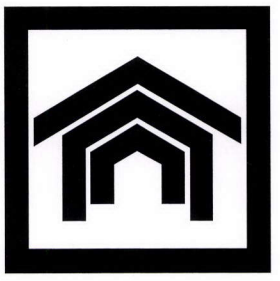
**Jacob Bek**
Metalworks
1961 · Winfried J. Jokisch · DE



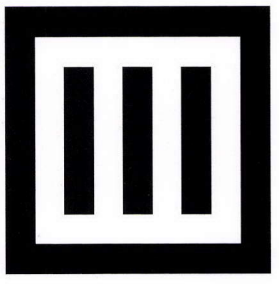
**Knudsen Creamery Company**
Dairy products
1968 · Vance Jonson · US



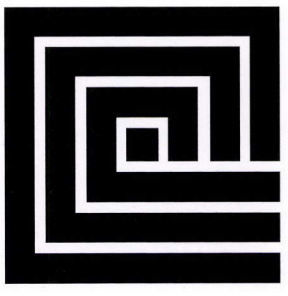
**Packaging Direction**
Packaging
1968 · Susumu Kimura · JP



**Norsk Hytteformidling**
Apartments
1969 · Paul Brand · NO



**Orma**
Metalworks
1957 · A. G. Fronzoni · IT

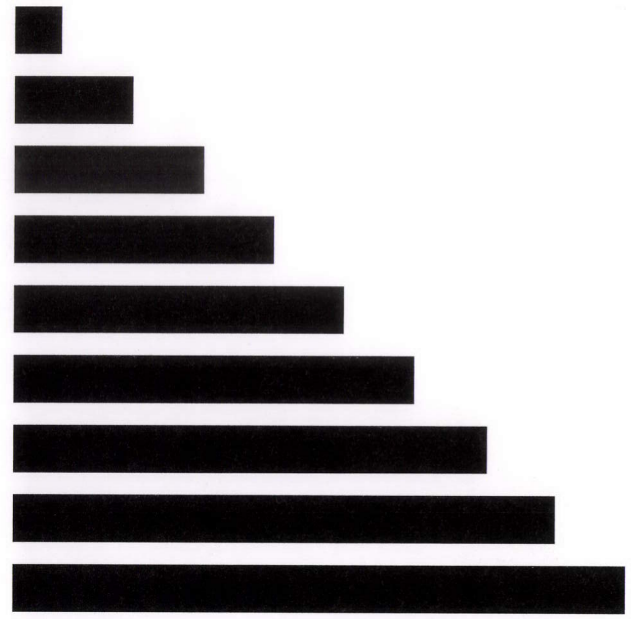


**Galleria D'Arte San Fedele**
Art gallery
1969 · Franco Grignani · IT

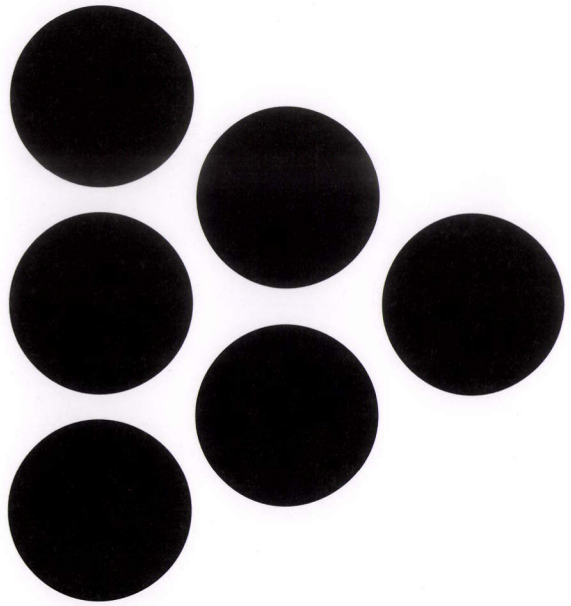
# Triangle

# Dreieck

# Triangle

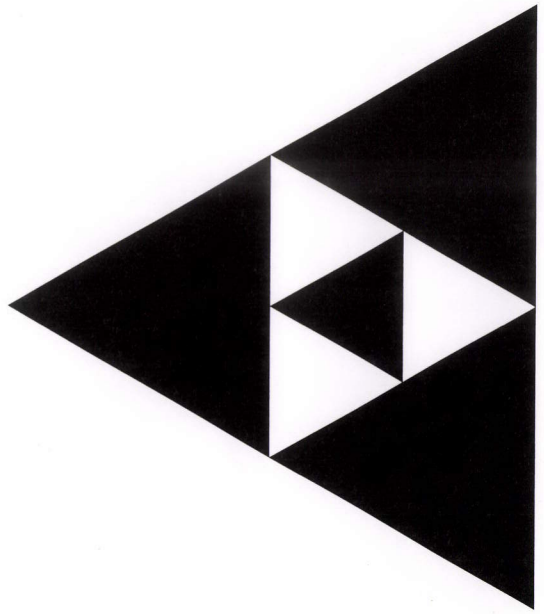


**Tequila Mexicano**
Liquor
1982 · Félix Beltrán · CU/MX

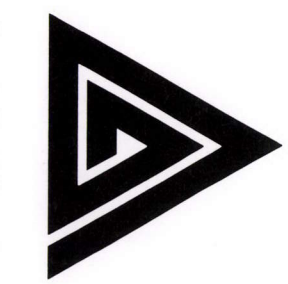


1966 · João Carlos Cauduro, Ludovico Antonio Martino · BR

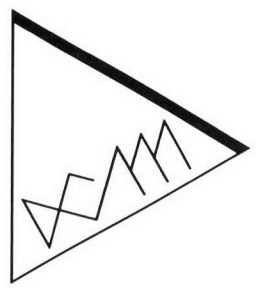
**Delfim Araújo SA**
Investment



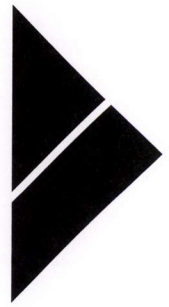
**Graiglas**
Glass
1950 · Otl Aicher · DE



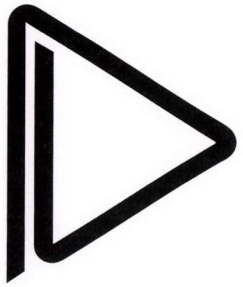
**Gomes de Almeida Fernandes**
Construction company
1964 · Paulo de Tarso Mello, Cleuton Sampaio · BR



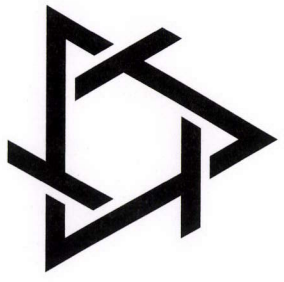
**Delta Costruzioni Meccaniche**
Pharmaceutical equipment
1969 · Ilio Negri · IT



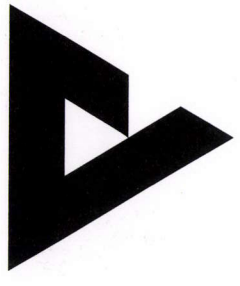
**Augusto Avanzini**
Adhesive products
1964 · Dante Bighi · IT



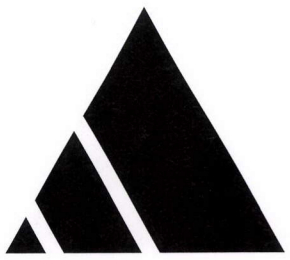
**Companhia Brasileira de Embalagens**
Packaging
1961 · Alexandre Wollner · BR



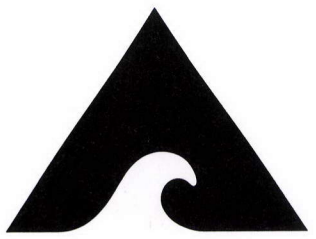
**Ateneo de Caracas**
Cultural institute
1963 · Nedo Mion Ferrario · VE



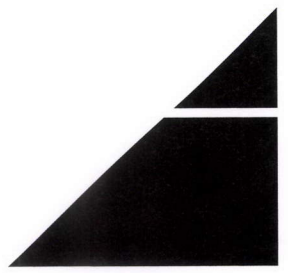
**Delta Werbegesellschaft**
Advertising
1972 · Gerold Schmidt · DE



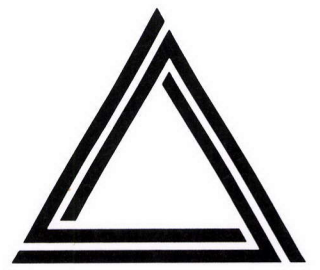
**Asakura Architects & Associates**
1971 · Hiroshi Manzen · JP



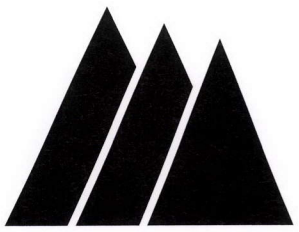
**Alpeadria Dos Ljubljana**
Tourism
1981 · Ivan Dvoršak · YU



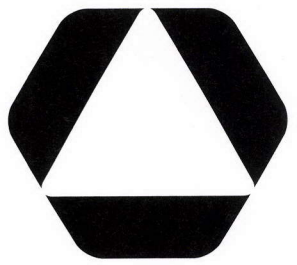
**Art Grafische Werkstätten**
Design
1960s · Ryszard Dudzicki · PL



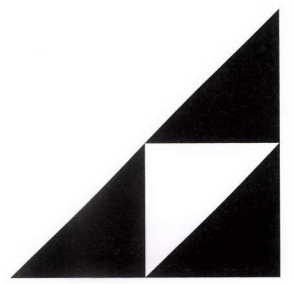
**Helvetia Feuer**
Insurance
1961 · Karl Gerstner/GGK · CH



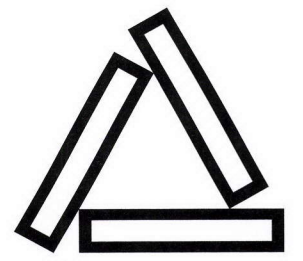
**Christian Broadcasting Network**
1982 · George McGinnis · US



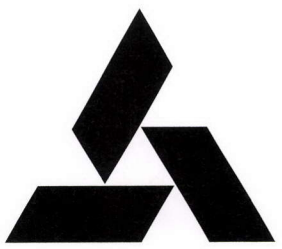
**Alpine**
Sporting goods
1980 · John M. Alexander · US



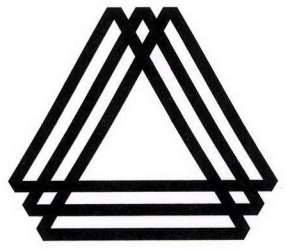
**Reggio Leasing**
1989 · Silvio Coppola · IT



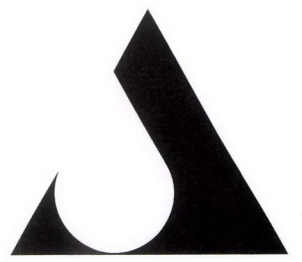
**Editora Delta**
Publishing
1960s · Aloísio Magalhães/PVDI · BR



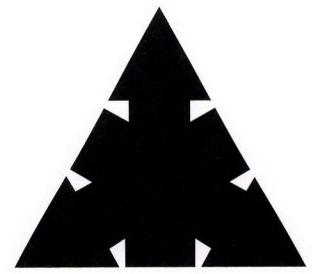
**Roussel Uclaf**
Pharmaceuticals
1963 · Raymond Loewy/CEI · FR



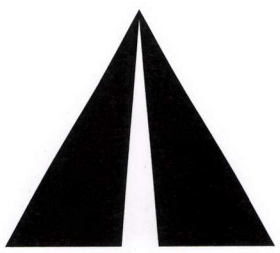
**Adjeleian & Associates**
Engineering
1967 · Jacques E. Charette · CA



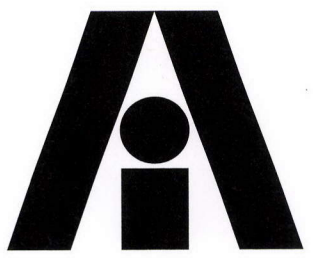
**Association of Canadian Distillers**
Trade association
1971 · Manfred Gotthans, Chris Yaneff/Chris Yaneff · CA



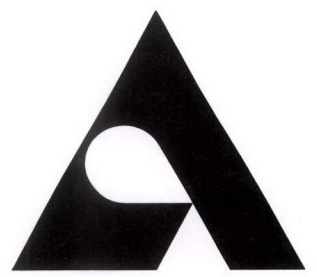
**Industrial Trade Union**
1950s · Walter Sauer · DE



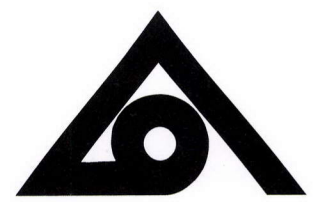
**Kashiyama**
Clothing
1977 · Kazumasa Nagai · JP



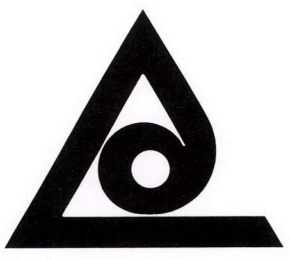
**Intercontinentale Assicurazioni**
Insurance
1970 · Vittorio Antinori · IT



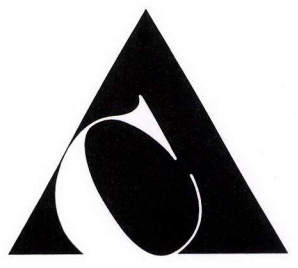
**Alpha Techno**
Chemicals
1982 · Kazufumi Hamada, Akira Hirata, Hiroshi Mori · JP



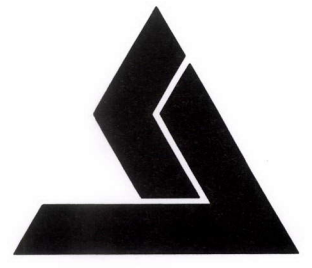
**Kreis Deckt Dächer, Dübendorf**
Roofers
1961 · Hansruedi Scheller · CH



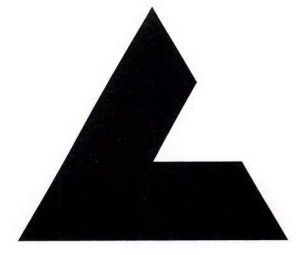
**A. Diethelm**
Painting tools and supplies
1957 · Carlo L. Vivarelli · CH



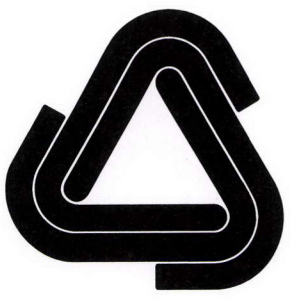
**Crivelli Arte**
Art gallery
1972 · G. & R. Associati · IT



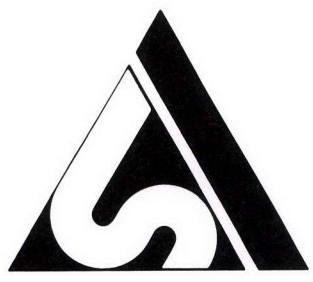
**Select**
1982 · Yoshihiro Kishimoto · JP



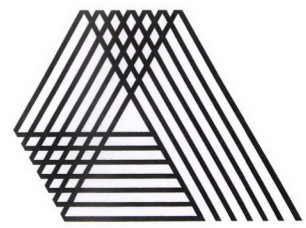
**Anton Lihl**
Advertising
1970 · Oanh Pham Phu · DE



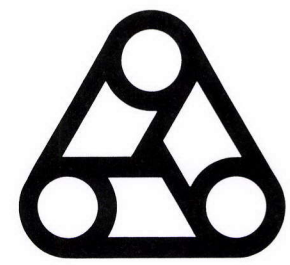
**Packer Enterprises**
Investment
1983 · Yarom Vardimon · IR



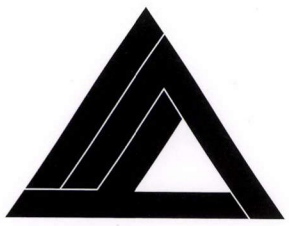
**Salón Internacional del Automóvil**
Automobile show
1968 · Tomás Vellvé · ES



**Seterie Argenti**
Textiles
1986 · Max Huber · IT

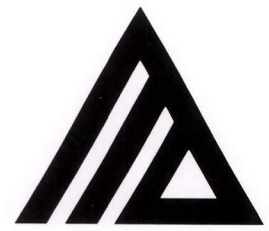


**Asbestzementwerk Magdeburg**
Asbestos
1965 · Horst Jacob · DE-GDR

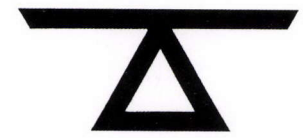


**Verlag für Technik und Wirtschaft**
Publishing
1969 · Heinz Kröhl, Peter Offenberg · DE

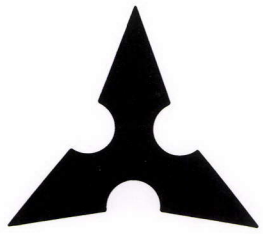
**Amann Möbel**
Furniture
1972 · Werner Hartz · DE



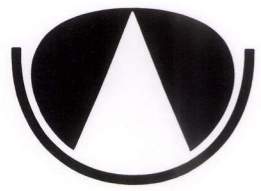
**Max R. Diethelm**
Architecture
1964 · Walter J. Diethelm · CH



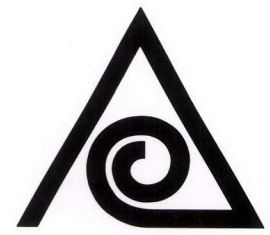
**Staatliche Schule für Kunst und Handwerk**
Art school
1946 · Robert Sessler · CH/DE



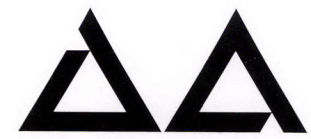
**Insinööriliitto**
Engineering association
1962 · Olof Eriksson · FI



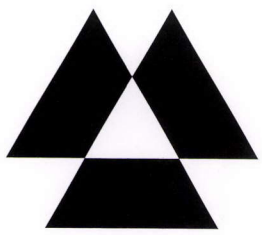
**Carl A. Donald Excavation**
1957 · Ernst Roch/
Design Collaborative · CA



**Associated Spring**
Industrial trade
1958 · Armin Müller · US

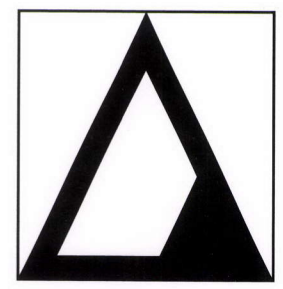


**Delta Acceptance Corporation**
Financial services
1964 · Chris Yaneff · CA



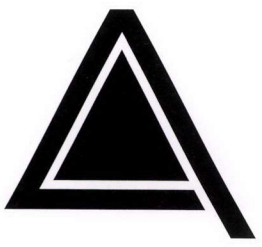
**Gérard Miedinger**
Design
1960s · Gérard Miedinger · CH

**Hotel Kirishima**
1960s · Kenji Ito · JP



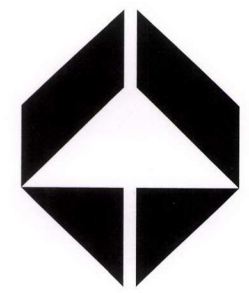
**Mountain and Molehill**
Public relations
1960s · Mountain and Molehill · UK

**Aerhotel**
Hotel
1968 · Franco Grignani · IT

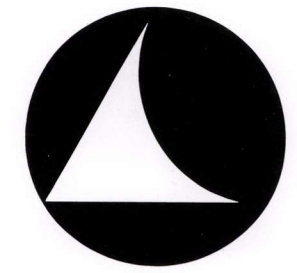


**Amerada Bridge & Steel Erectors**
Construction engineering
1965 · Terry Logan/
J. Walter Thompson · CA

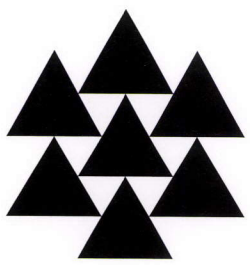
**National Parks & Monuments, Dublin**
1969 · Damien Harrington/
Kilkenny Design Workshops · IE



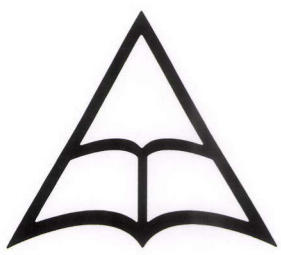
**Fibreboard Paper Products**
1960s · Anonymous · US



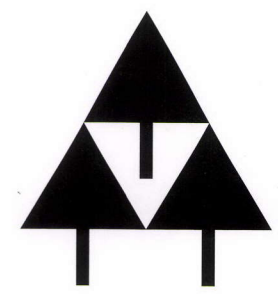
**Alpa**
Sailing boats
1966 · Sergio Privitera/P&T · IT



**Forest History Society**
Educational institution
1960s · Russell A. Sandgren · US

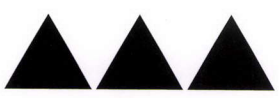


**Tidningen Arbetet**
Paper
1968 · Bertil Andersson-Bertilson · SE

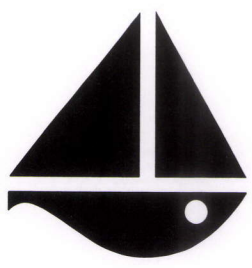


**Blue Mountain Pottery**
1965 · Manfred Gotthans,
Chris Yaneff/Chris Yaneff · CA

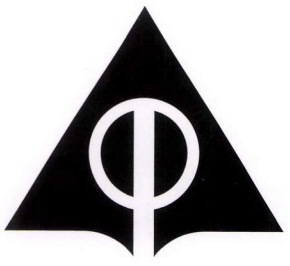
**Monte Ávila Editores**
Publishers
1968 · Gerd Leufert · VE



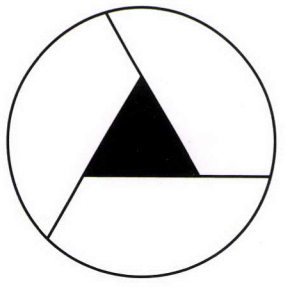
**Interwerba**
Advertising
1965 · Interwerba · CH



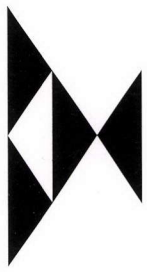
**Spółdzielnia Rybołówstwa**
Fishing cooperative
1960s · Ryszard Dudzicki · PL



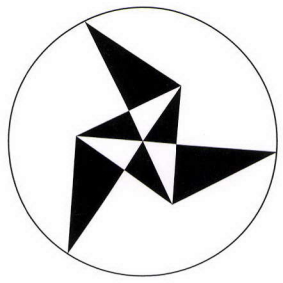
**Pow Wow in the Pines**
Cultural gathering
1970s · George E. Hands/
Center for Industrial Design · US



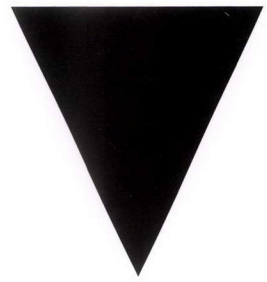
**Triad Institute for Urban Research**
1969 · Charles Fuhrman · US



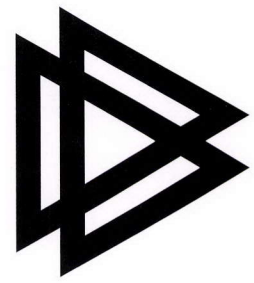
**Berlin Hilton**
Hotel
1960s · Anonymous · DE



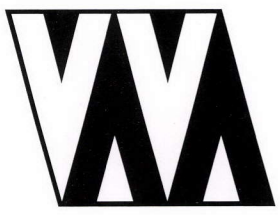
**Tri**
Advertising
1960s · Tri · US



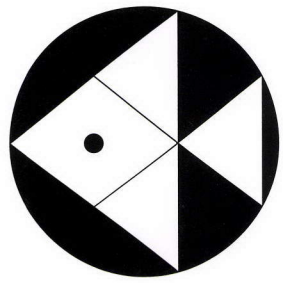
**Vision Photography**
1969 · Rod Dyer · US



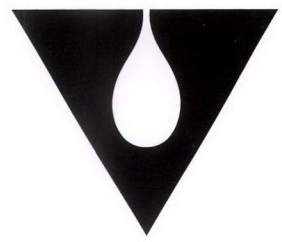
**P. Barberini**
Optical products
1964 · Till Neuburg · CH



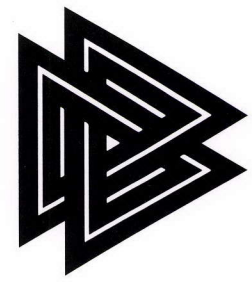
**Western Motor Company**
Automobiles
1952 · Anonymous · US



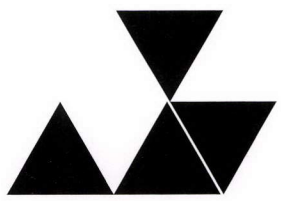
**Textil Fischer**
Textiles
1950s · Kurt Toggweiler · CH



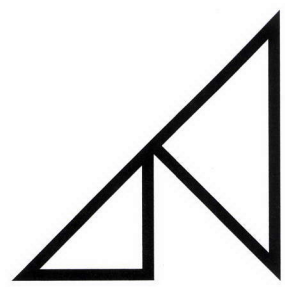
**Vance Industries**
Plumbing supplier
1963 · Randall R. Roth · US



**Escuela Superior de Administración Pública**
Higher education
1970 · Claude Dietrich · PE

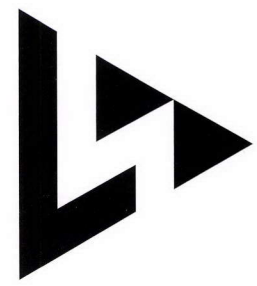


**Maansiirto Tampere**
Exhibition
1965 · Rolf Christianson · FI

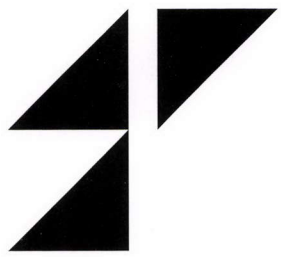


**Vow**
Textiles
1969 · Akira Hirata, Junko Naito · JP

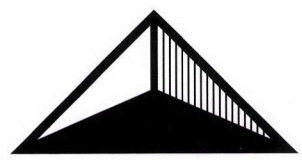
**WDR Westdeutscher Rundfunk**
Broadcasting
1968 · Graphicteam Köln · DE



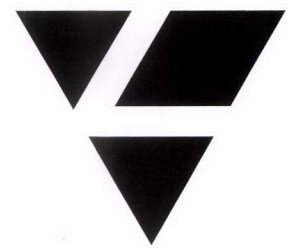
**McLean**
1981 · Keith Murgatroyd · UK



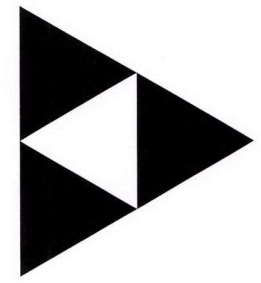
**André Piccoli Architekt**
Architecture
1950s · Marcel Wyss · CH



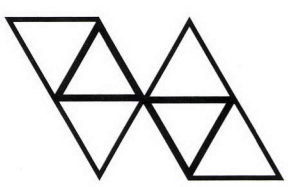
**Møbelfabriken Trekanten**
Furniture
1960s · Anonymous · DK



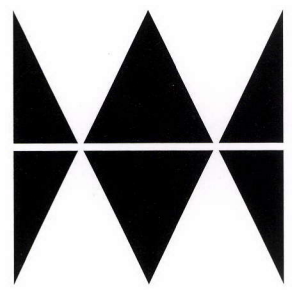
**Den Danske Landmandsbank**
Bank
1967 · Acton Bjørn · DK



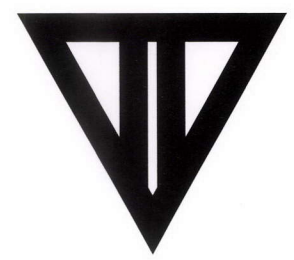
**Peter Kwasny**
Spray paints
1964 · Werner Keidel · DE



**União**
Petroleum derivatives
1969 · Alexandre Wollner · BR

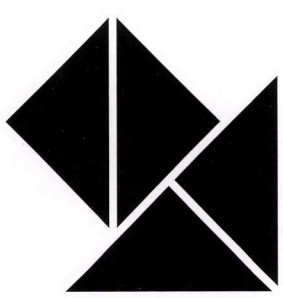


**Salesco**
Furniture
1960s · Anonymous · DK

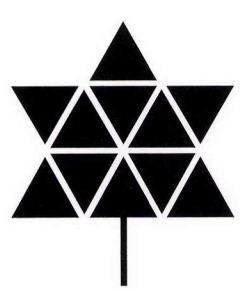


**Andreas F. Achenbach Verlag**
Publishing
1977 · Anonymous · DE

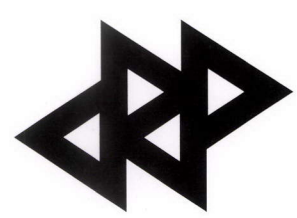
**Exhibit House International**
1967 · Heiner Hegemann/
Chermayeff & Geismar · CA



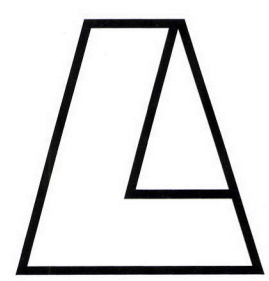
**Gruppo Operativo di Ricerca**
Research institute
1966 · Till Neuburg · CH



**Centennial of Confederation of Canada**
Commemorative event
1966 · Stuart Ash/Gottschalk+Ash · CA

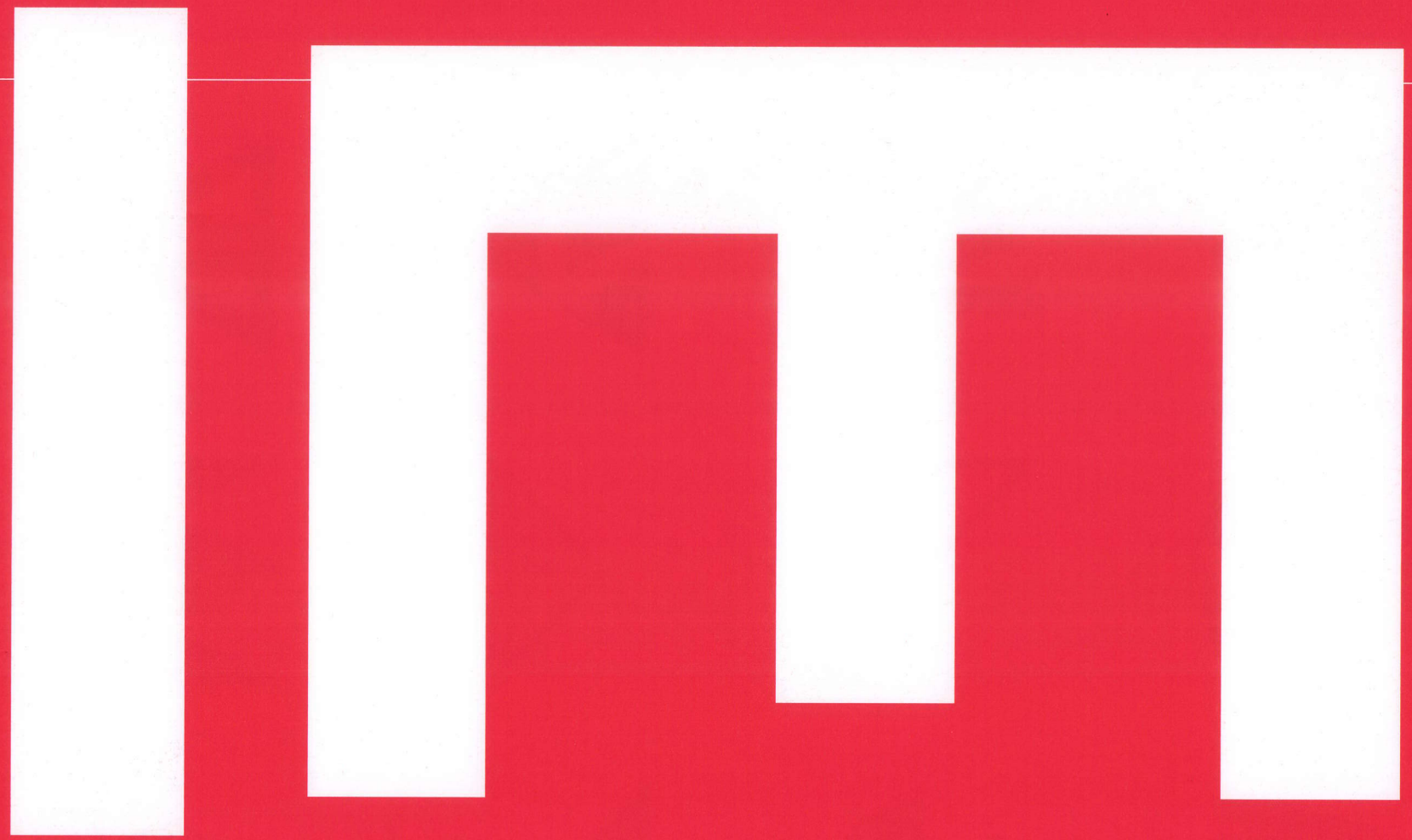


**Rakennuspuusepanteollisuus**
Product certificate
1963 · Bror B. Zetterborg · FI



**Løvig Hedensted Møbelfabrik**
Furniture
1960s · Anonymous · DK

**Effect** **Effekt** **Effet**



Simply playing with basic geometric shapes can provide a variety of graphic solutions. Even so, it is only by adding extra effects that designers can exploit the full range of possibilities. Among typical techniques currently used in logo design are mirror imaging, duplication and cropping. In the main, a finished logo design will not be the result of a single set of specifications. The most exciting and idiosyncratic logos rely simultaneously on several effects. A look at more recent work reveals that, whatever the new and constantly changing trends may be, designers are still happy to fall back on the methods described on the following pages.

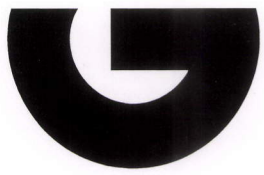
Das Spiel mit den einfachen geometrischen Grundformen erlaubt bereits eine Vielzahl unterschiedlicher grafischer Lösungen. Erst durch die Anwendung weiterer Effekte lässt sich jedoch die ganze Bandbreite an Möglichkeiten ausschöpfen. Ein Fokus auf Methoden wie Spiegelung, Verdopplung oder Zerschneiden verdeutlicht gängige Schemata in der Gestaltung von Logos. Oft fand in den realisierten Zeichen nicht nur ein einzelner Gestaltungsparameter Anwendung, vielmehr führte die Kombination mehrerer Effekte zu spannungsreichen und individuellen Logoentwürfen. Untersucht man Arbeiten neueren Datums, erweisen sich die im folgenden beschriebenen Methoden – unabhängig von sich verändernden Gestaltungstrends – als noch immer in Anwendung.

Le jeu sur les formes géométriques fondamentales offre déjà un grand nombre de possibilités graphiques. C'est seulement par l'application d'effets supplémentaires que toute la palette des possibilités peut être épuisée. Une concentration sur des méthodes comme la réflexion, le redoublement ou le découpage fait apparaître des schémas courants dans la création de logos. Souvent, le signe final ne procède pas seulement d'un seul paramètre de création. Au contraire, c'est la combinaison de plusieurs effets qui produit des résultats captivants et individuels. Lorsqu'on analyse des réalisations récentes, on s'aperçoit que les méthodes décrites ci-après ont conservé toute leur validité – indépendamment des tendances changeantes de la création.

# Coupé

# Abgeschnitten

# Cut-off

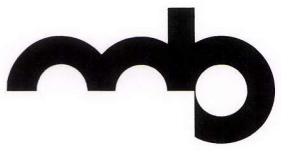


**G.E.A.P.**
Typesetting
1978 · Alfredo de Santis · IT

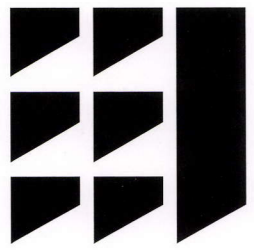
**Sumi Imoto Bowling Office**
Office building
1960s · Sumio Hasegawa · JP

**Meridional Companhia de Seguros**
Insurance
1960s · Joaquim Redig · BR

**Gerber**
Advertising
1960s · Gerber Werbeagentur · CH

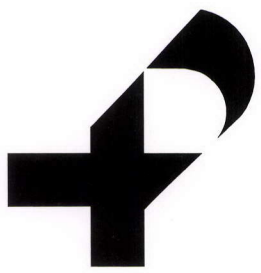


**Maurice Barthalon**
Electricity
1968 · Gérard Guerre/Technés · FR



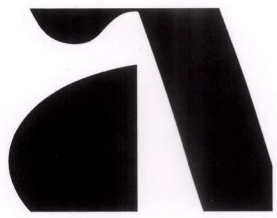
**Prestressed Concrete of Colorado**
Construction materials
1975 · Unit 1 · US

**Bernhard Handgrätinger**
Electronics
1962 · Winfried J. Jokisch · DE

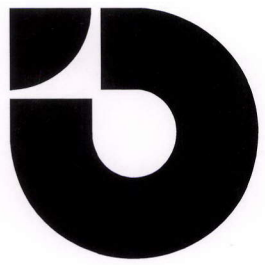


**Fairchild**
Publishing
1966 · Philip Franznick/
Franznick & Charney · US

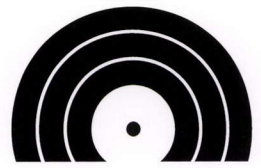
**National Homes Construction**
Construction company
1976 · Barrett & Gaby · US



**Arti Present Messebau**
Exhibition systems
1970s · Hannes Schober,
Wolfram Reinhardt · DE



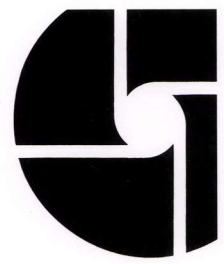
**Infobau**
Construction company
1972 · Werner Hartz · DE



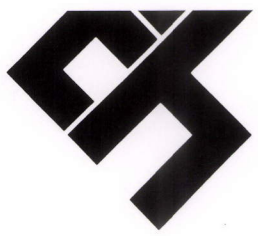
**Eddie Barclay**
Record label
1983 · Julien van der Wal · CH

**Rotbuch Verlag**
Publishing
1975 · W. Tatlin · DE

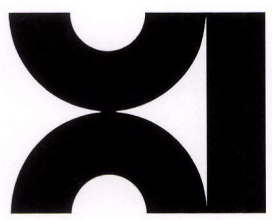
**Demonte Bouw**
Construction company
1971 · Jan Jaring · NL



**Fiat Centro Culturale**
Cultural association
1965 · Giovanni Brunazzi · IT

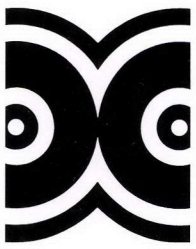


**Celebrity House**
Restaurant chain
1969 · Hess & Antupit · US

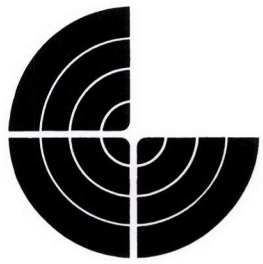


**Universidad de Ingenieria**
Engineering university
1965 · Claude Dietrich · PE

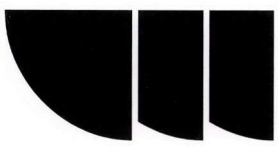
**Montgomery Communications**
Broadcasting
1982 · George Tscherny · US



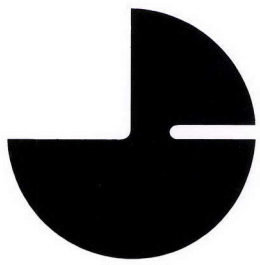
**Galleria Milano**
Art gallery
1963 · Giulio Confalonieri · IT



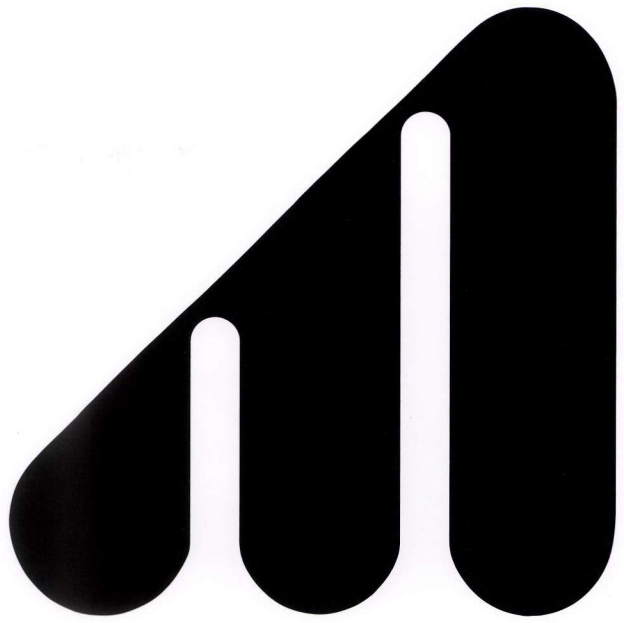
**Gazette Printing**
1969 · William J. Campbell · CA



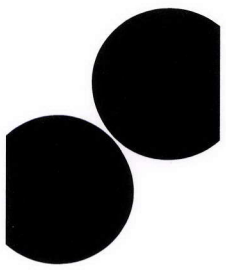
**Grandi Motori Trieste**
Engineering
1970 · Giovanni Brunazzi · IT



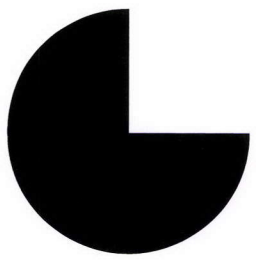
**Jacques Bellemare**
Design
1969 · Jacques Bellemare · CA



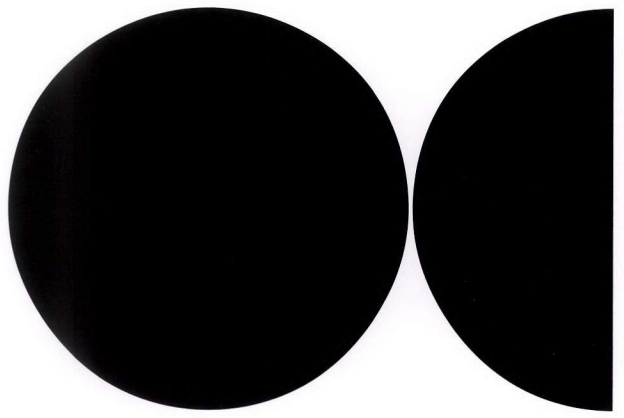
**Miyata**
Beauty salon
1978 · Toshinori Nozaki · JP



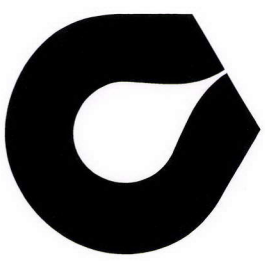
**Club Selector**
Nightclub
1964 · Takeshi Otaka · JP



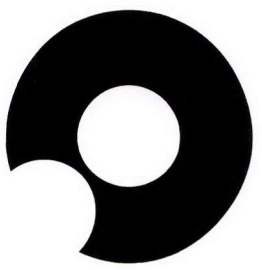
**Gubler**
Printing
1969 · Hans Knöpfli · CH



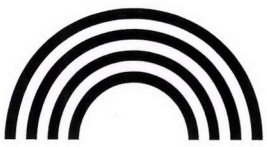
**Optima Corporation**
1978 · Lewis van der Beken, Norm Holtzman · US



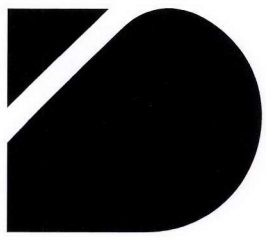
**Coquina Oil Corporation**
1970 · RVI Corp. · US



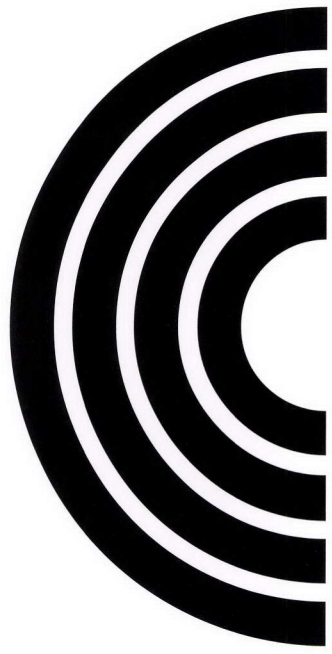
**Hotel Takase**
1967 · Takeshi Otaka · JP



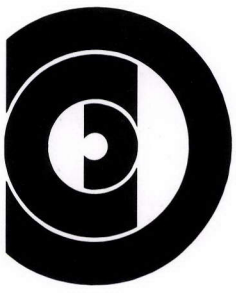
**Buenos Aires City Hall**
1971 · Studio González Ruiz &
Shakespear · AR



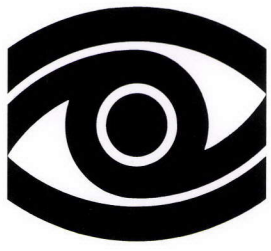
**Delaware Management Fund**
Investment
1969 · Kramer, Miller, Lomden,
Glassman Inc. · US



**Comforto**
Furniture
1974 · Ettore Vitale · IT



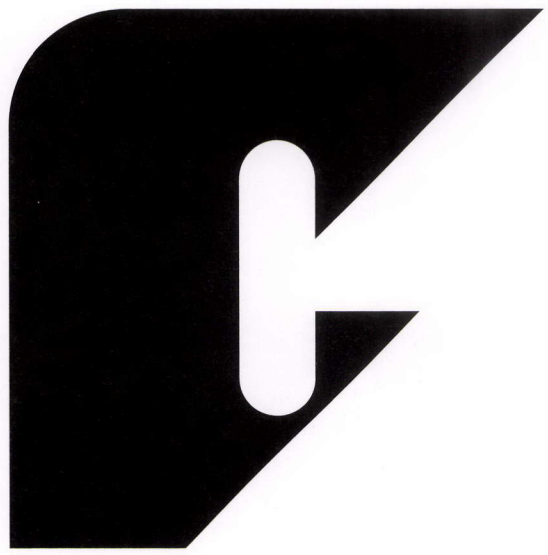
**Cordex**
TV sets
1962 · Lala Méndez Mosquera · AR



**Nicholas J. Green**
Photography
1968 · Tony Forster · UK

# Claude Neon Limited

1973 · Gottschalk+Ash · CA



**Gottschalk+Ash** was founded in Montreal in 1966 as a graphic design partnership between the Canadian Stuart Ash (*1942) and the Swiss Fritz Gottschalk (*1937). The practice grew fast and the two partners and their team were soon much in demand for corporate design projects for international companies like Air Canada, HypoVereinsbank and EniChem. Gottschalk+Ash offices were opened internationally and, then as now, brand communications and orientation systems remain at the heart of the company, which has branches in Toronto, Calgary and Zurich.

**Gottschalk+Ash** wurde 1966 als Ateliergemeinschaft des Kanadiers Stuart Ash (*1942) und des Schweizers Fritz Gottschalk (*1937) in Montreal gegründet. Das Büro wuchs schnell, und die beiden wurden mit ihrem Team zu gefragten Ansprechpartnern für Corporate-Design-Projekte internationaler Unternehmen wie Air Canada, HypoVereinsbank oder EniChem. Internationale Ableger des Büros entstanden. Bis heute sind Markenkommunikation und Orientierungssysteme die Schwerpunkte des Unternehmens mit Büros in Toronto, Calgary und Zürich.

**Gottschalk+Ash** a été fondé en 1966 à Montréal comme communauté d'atelier du Canadien Stuart Ash (*1942) et du Suisse Fritz Gottschalk (*1937). L'agence connaît ensuite un essor rapide, et les deux graphistes et leur équipe deviennent des interlocuteurs très demandés pour les corporate designs d'entreprises internationales comme Air Canada, HypoVereinsbank ou EniChem. Des bureaux seront ensuite créés à l'international. Jusqu'à aujourd'hui, la communication d'entreprise et les systèmes signalétiques constituent le cœur de métier de l'entreprise implantée à Toronto, Calgary et Zurich.

In 1973, several Canadian companies in the outdoor advertising sector joined forces with the aim of offering clients a comprehensive, nationwide service. Because the name of one of the firms involved, Claude Neon, was already so well known, it was decided to adopt the same name for the new organization. However, when it came to design, the watchword was innovation rather than tradition. The Gottschalk+Ash design studio, with its two founders and their colleague Freddy Jaggi, was contracted to create a new kind of design system. Instead of a single logo, they came up with five versions of an incomplete letter "C". Instead of having one company color, there were four, arranged together in different combinations. The result was a scheme with plenty of possibilities for change, with each version looking slightly different but always consistent. With hindsight, the Claude Neon logo can be seen as an early example of a flexible but recognizable corporate identity.

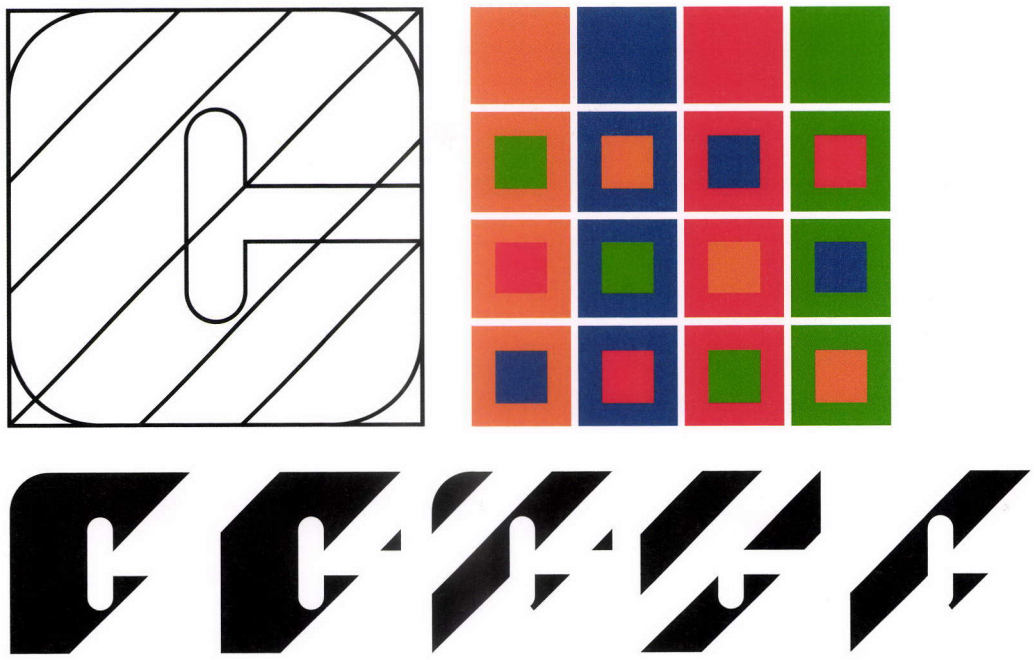
Mehrere kanadische Unternehmen aus dem Bereich der Außenwerbung schlossen sich 1973 mit dem Ziel zusammen, einen landesweiten umfassenden Werbeservice bieten zu können. Claude Neon, eine der fusionierenden Firmen, lieferte den Namen für das neue Unternehmen, da er aufgrund seiner Historie den größten Bekanntheitsgrad versprach. Beim Design setzte man jedoch auf Innovation statt auf Tradition. Das Designbüro Gottschalk+Ash wurde beauftragt, und die beiden Firmengründer konzipierten gemeinsam mit ihrem Mitarbeiter Freddy Jaggi ein neuartiges Designsystem. Statt eines einzigen Logos gab es fünf Varianten des unvollständigen Buchstabens „C", und statt einer Hausfarbe gab es vier, die jeweils miteinander arrangiert wurden. Aus der Kombination ergab sich ein System mit zahlreichen Variationsmöglichkeiten, das immer leicht unterschiedlich aussah, aber stets einheitlich wirkte. Rückblickend ist das Design von Claude Neon ein früher Vertreter flexibler, systematischer Erscheinungsbilder.

En 1973, plusieurs entreprises canadiennes du secteur de la publicité extérieure fusionnèrent pour pouvoir fournir des services publicitaires dans le cadre d'une couverture globale du pays. Claude Neon, une de ces firmes, livra le nom de la nouvelle entreprise parce que son histoire était celle qui promettait la meilleure notoriété. Pour le design, on préféra miser sur l'innovation plutôt que sur la tradition. L'agence de graphisme Gottschalk+Ash fut retenue, et ses deux fondateurs et leur collaborateur Freddy Jaggi développèrent un système graphique d'un genre inédit. Au lieu d'un logo unique, ils créèrent cinq variantes de la lettre «C» incomplète ; et au lieu d'une seule couleur définissant l'identité visuelle, il y en avait quatre qui pouvaient être arrangées entre elles. De cette combinatoire résultait un système permettant de nombreuses variations présentant un aspect légèrement différent tout en restant toujours homogène. Rétrospectivement, le design de Claude Neon apparaît comme un premier cas d'image de marque à la fois systématique et flexible.

Five versions of the initial letter "C" of the company name were used for the Claude Neon logo, complemented by a palette of four colors in various combinations. The result was a versatile, but still simple design system.

Das „C" aus dem Firmennamen wurde in fünf Varianten zum Logo von Claude Neon. Ergänzt durch eine Palette aus vier Farben, die jeweils miteinander kombiniert werden konnten, ergab sich ein variantenreiches und dennoch einfaches Designsystem.

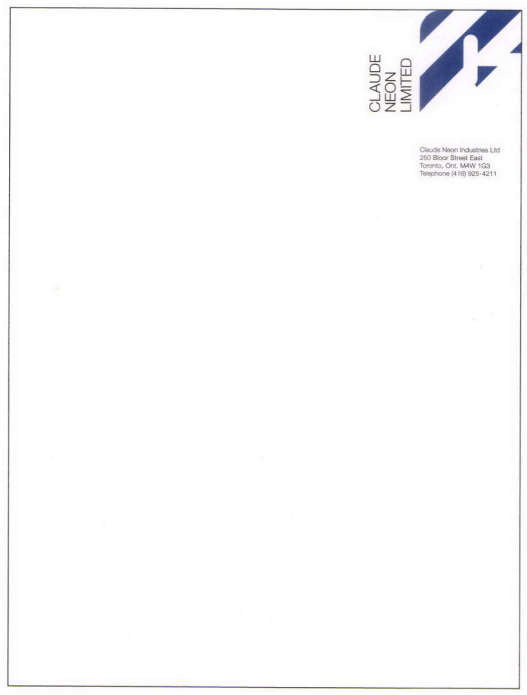
L'initiale « C » de la marque commerciale devint le logo de Claude Neon au travers de cinq variantes. Complétée par une palette de quatre couleurs combinables entre elles, il en résulta un système graphique à la fois simple et riche en variantes.



The neutral Helvetica typeface was chosen for the Claude Neon design. These large-scale billboards the company used for its advertising throughout Canada show how clearly legible the white lettering was when set against a brightly colored background.

Die neutrale Schriftart Helvetica ergänzte das Design von Claude Neon. Zu den kräftigen Grundfarben konnte sie in Weiß mit idealer Lesbarkeit platziert werden, wie diese Großflächenplakate zeigen, die als Eigenwerbung des Unternehmens in ganz Kanada zu sehen waren.

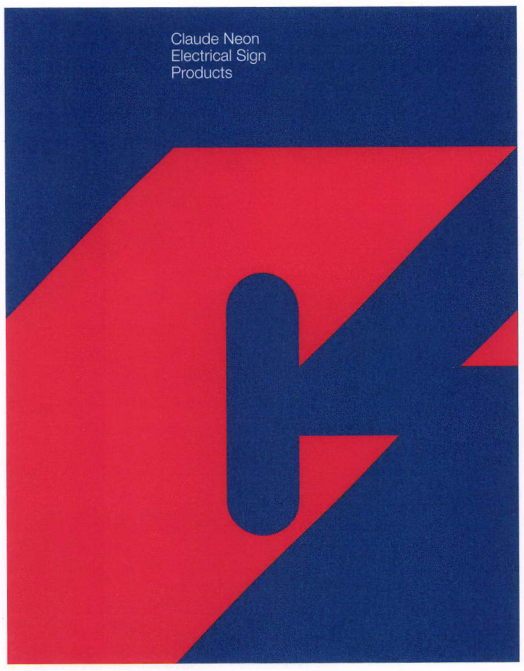
La fonte neutre Helvetica venait compléter le design de Claude Neon. En blanc, elle se superposait de manière parfaitement lisible aux couleurs vives du fond, comme le montrent ces affiches publicitaires autopromotionnelles que l'on a pu voir dans tout le Canada.

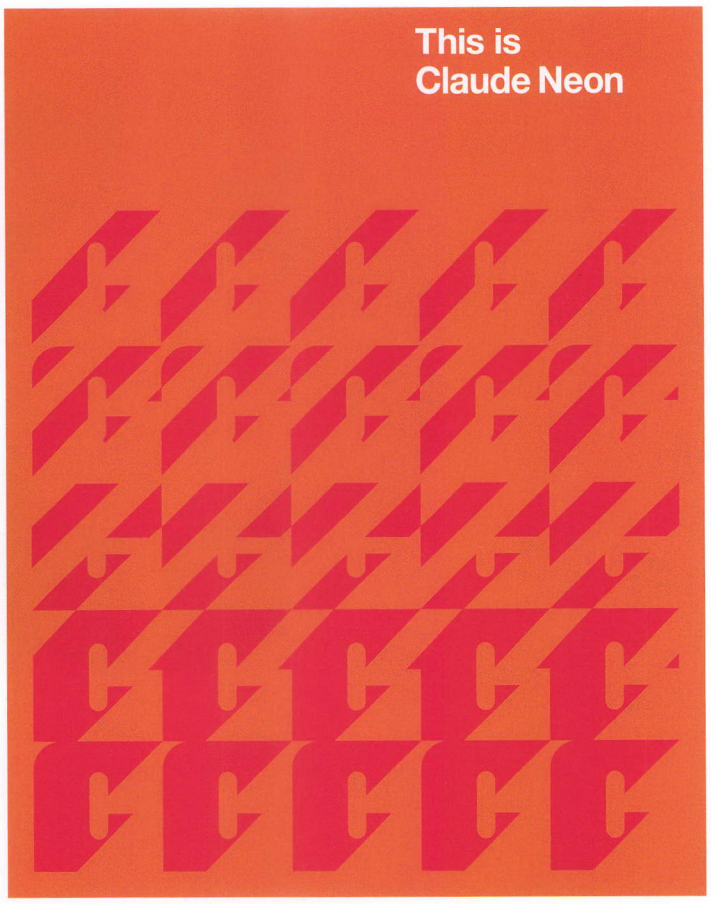


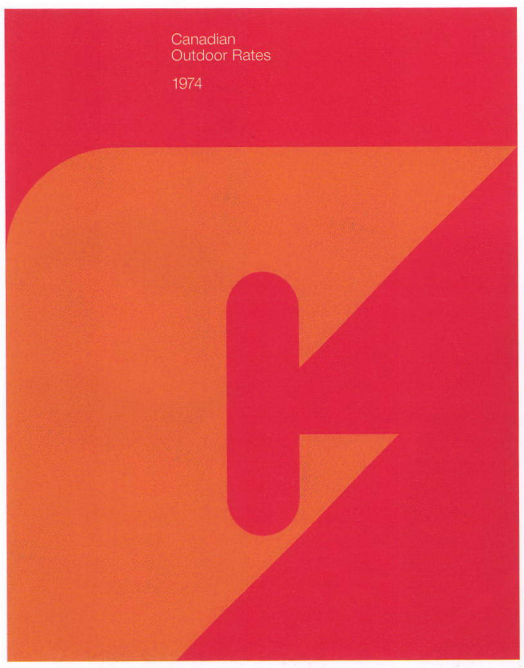
It was on business cards, however, that the design concept came into its own. There were 60 possible combinations of color and logo and each employee was given a full set with all the variations. Even more visual variety was created with the development of the same concept for use in prospectuses and on posters.

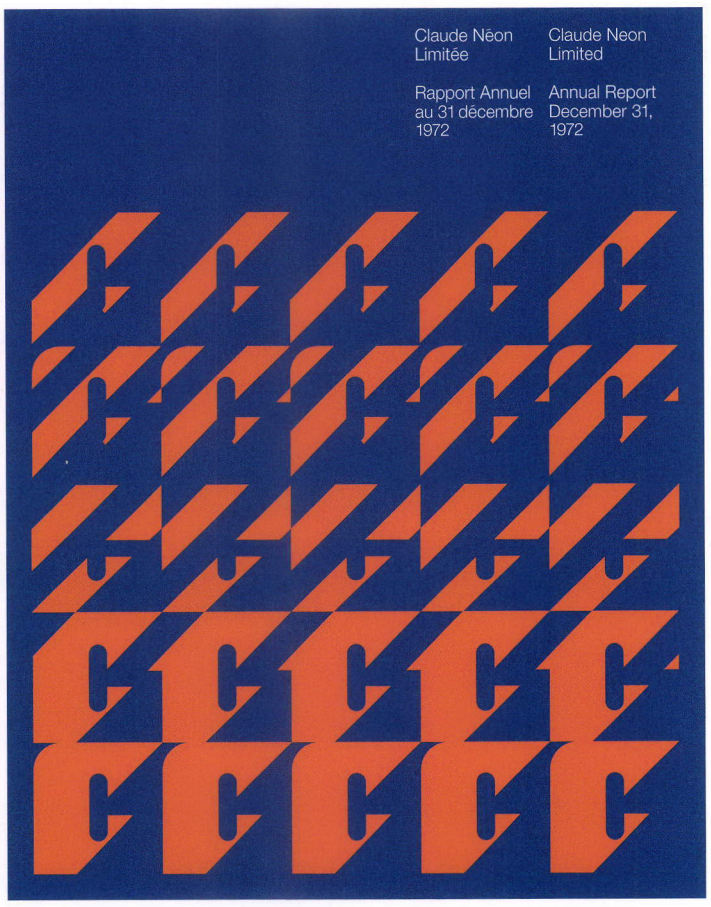
Vor allem bei den Visitenkarten wurde das Designkonzept betont. Es waren 60 verschiedene Farb- und Logokombinationen möglich, und jeder Mitarbeiter erhielt einen kompletten Satz mit allen Varianten. Für Prospekttitel und Plakate wurden auf Basis dieses Systems ergänzend verschiedene Muster generiert, die für zusätzliche visuelle Abwechslung sorgten.

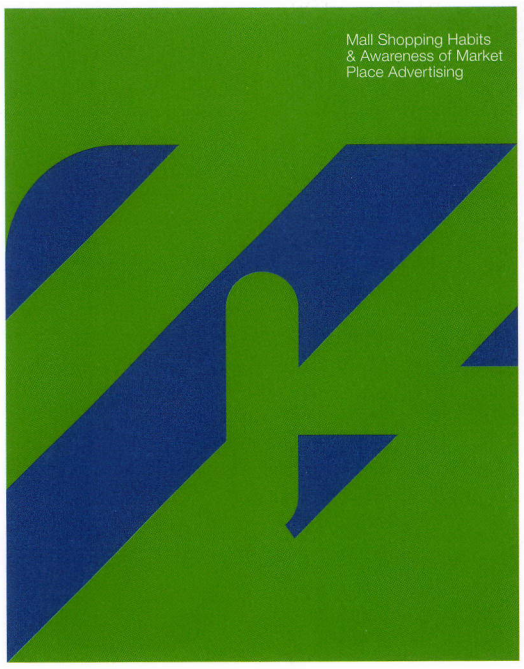
Le concept graphique était particulièrement mis en valeur sur les cartes de visite. Soixante combinaisons couleurs/logo étaient possibles, et chaque collaborateur en recevait un jeu complet avec toutes les variantes. Pour les titres de prospectus et les affiches, différents motifs complémentaires produits sur la base de cette systématique accroissaient encore la diversité.

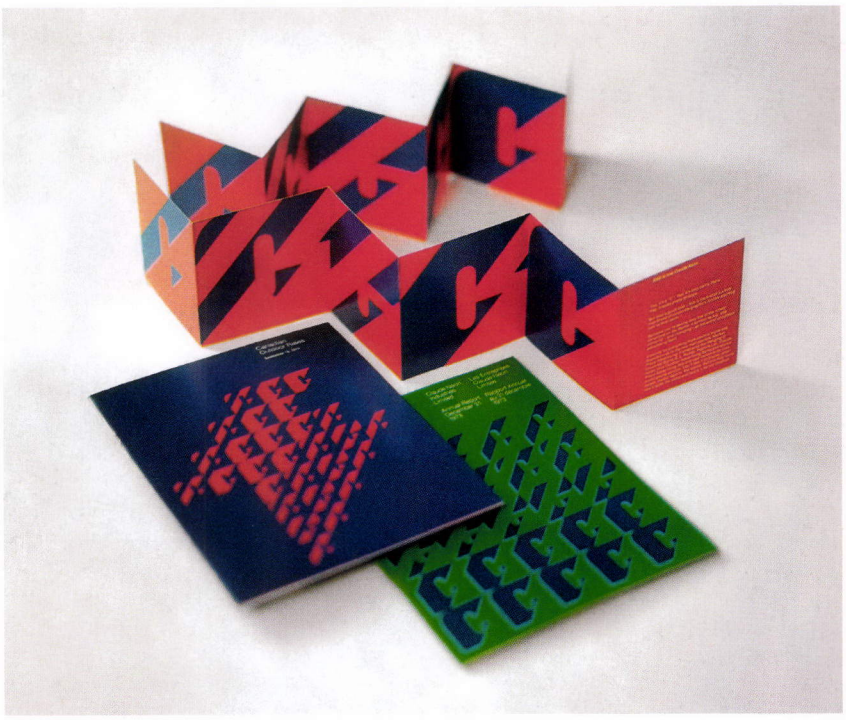

Claude Neon
Electrical Sign
Products


This is
Claude Neon


Canadian
Outdoor Rates
1974


Claude Néon
Limitée
Rapport Annuel
au 31 décembre
1972
Claude Neon
Limited
Annual Report
December 31,
1972

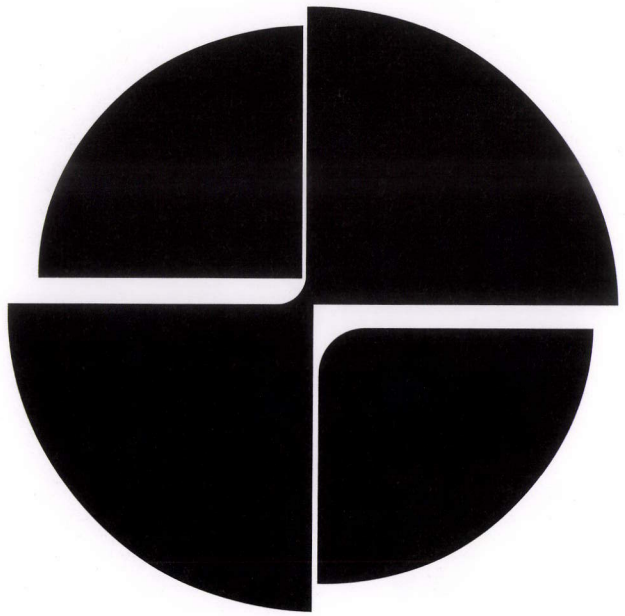

Mall Shopping Habits
& Awareness of Market
Place Advertising



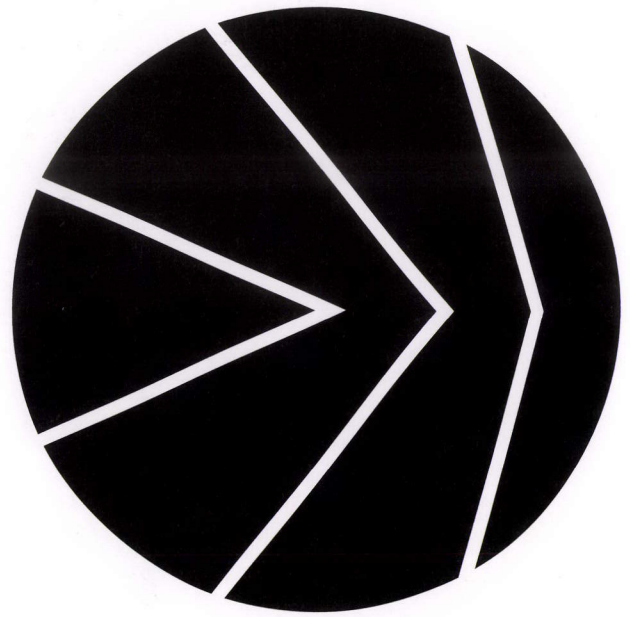
# Split

# Zerteilt

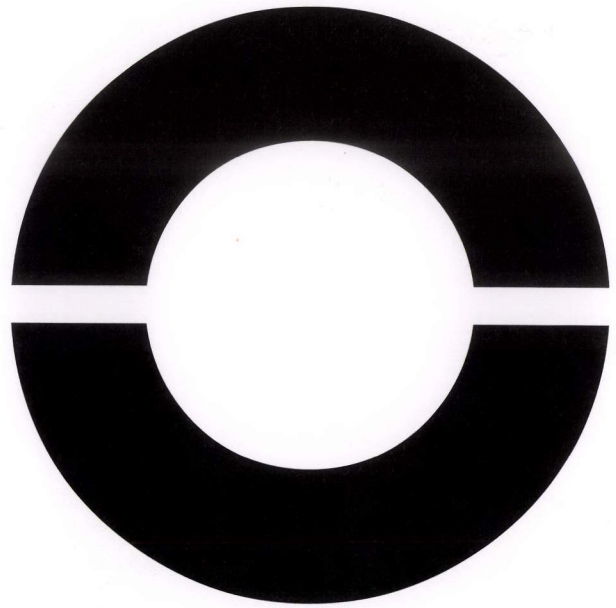
# Fractionné



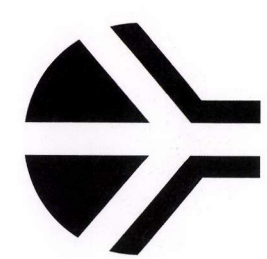
**CO.FE.MO. di P. Moreschi & Figli**
Metal processing
1967 · Pietro Amadei · IT



**Sanyo**
Electronics
1963 · Shigeo Fukuda · JP



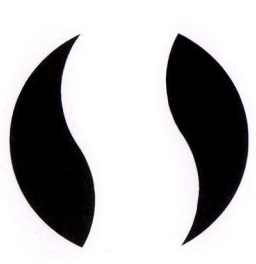
**Clenet Coachworks**
Automobiles
1977 · Marty Neumeier · US



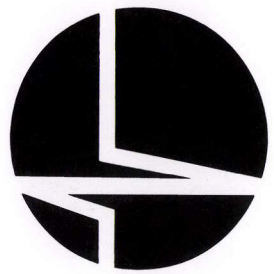
**Yee-Bradley**
Airport engineers
1969 · Clarence Lee · US



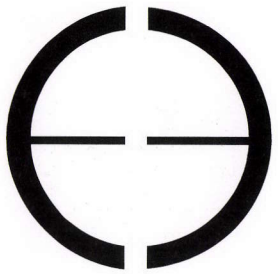
**Tokyo Financing Bank**
1969 · Yoshio Hayashi · JP



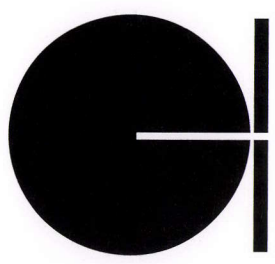
**Pepsi-Cola**
Beverage
1960s · Ivan Chermayeff, Gene Secander · US



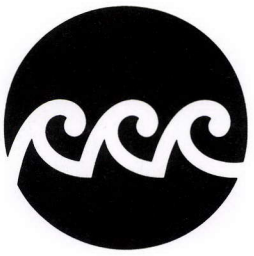
**Fantini Elettronica**
Electronics
1965 · Giovanni Brunazzi · IT



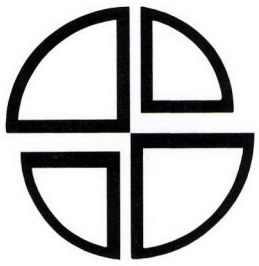
**Multicenter**
Art gallery
1972 · Giulio Confalonieri · IT



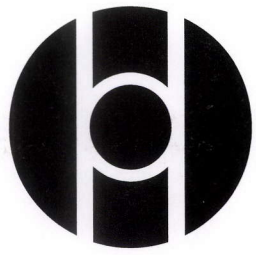
**Österreichischer Bundesverlag**
Publishing
1980 · Anonymous · AT



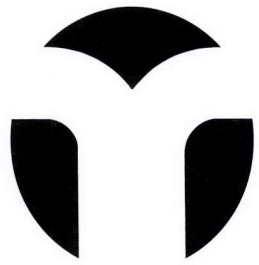
**International Ocean Exposition**
1973 · Kazumasa Nagai · JP



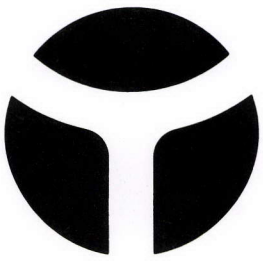
**Atelier Chourgnoz**
Design studio
1960s · Jean-Marie Chourgnoz · FR



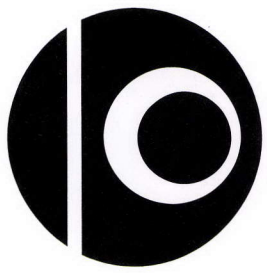
**Válvulas Hydra**
Hydraulic valves
1966 · Alexandre Wollner · BR



**Teleflex**
Cable systems
1968 · David L. Burke · US

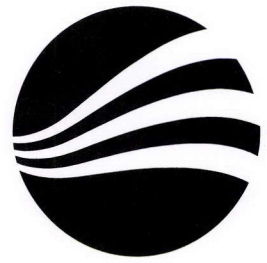


**Toyo Jozo**
Wines
1968 · Kazumasa Nagai · JP

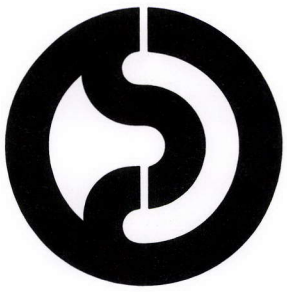


**Ontario Recreation Society**
Recreational therapy
1971 · John S. Brown · CA

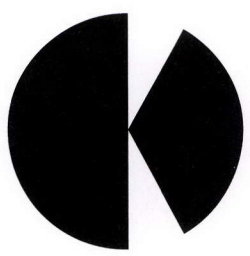
**Ontario Institute for Studies in Education**
Teachers' college
1969 · Leslie Smart · CA



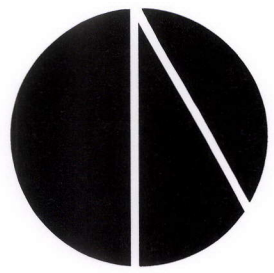
**River Steel**
Steel plant
1971 · Kenichi Yoshioka · JP



**Schlösser**
Plastics
1960s · Hanns Lohrer · DE

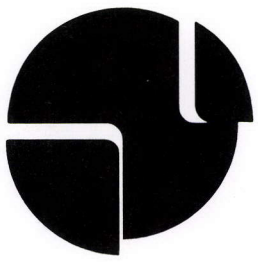


**Kemdex**
Dental hygiene
1966 · Anonymous · DE



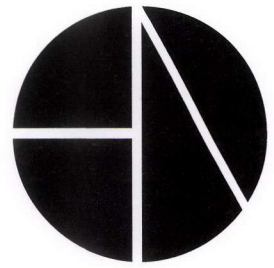
**Frank Neubauer**
Design
1965 · Jürgen Hammer · DE-GDR

**Turun Kala**
Foods
1962 · Bror B. Zetterborg · FI

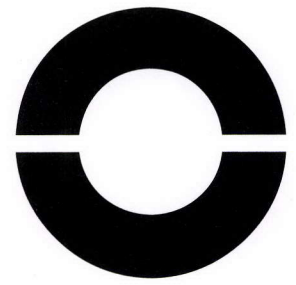


**Italsider**
Steel industry
1962 · Mimmo Castellano · IT

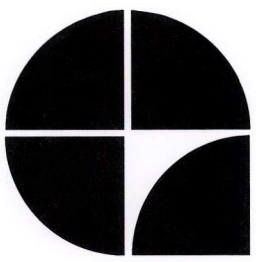
**Holiday Universal**
Network of health centers
1970 · S. Neil Fujita · US



**Hammer Neubauer Grafikerkollektiv**
Design
1965 · Jürgen Hammer · DE-GDR



**Delco**
Packaging
1963 · Lance Wyman · US

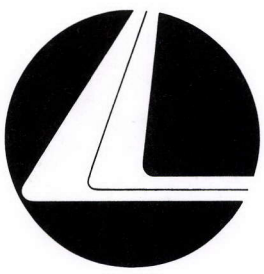


**Companhia Coronado de Hoteis**
Hotel chain
1968 · João Carlos Cauduro,
Ludovico Antonio Martino · BR

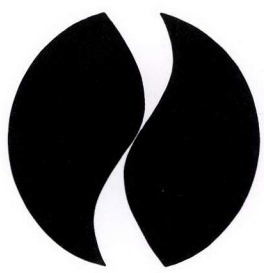
**Riehm, Bretz & Co.**
1965 · Graphicteam Köln · DE

**Shinden Kiki Laboratory**
Electronics
1970 · Fumiko Ichikawa/
Yoshioka Design Room · JP

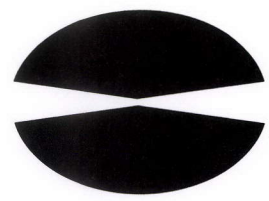
**Kailani Building**
Apartments
1968 · Clarence Lee, Claire Treat · US



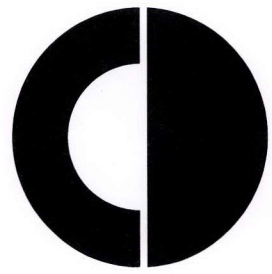
**Lindholms Bil**
Automobile sales
1970 · Ove Engström · SE



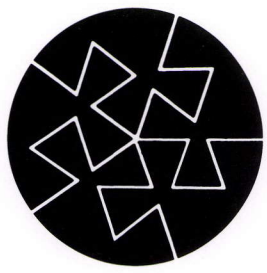
**Usines du Pied-Selle**
Kitchens
1964 · Raymond Loewy/CEI · FR



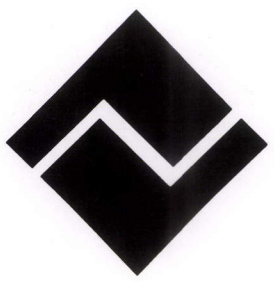
**Kold Kist**
Foods
1962 · Thomas Laufer · US



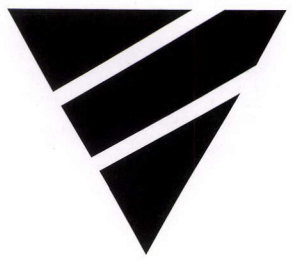
**Cramer Druck**
Printing
1972 · Gerold Schmidt · DE



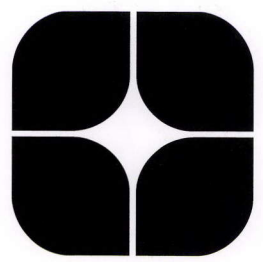
**5th International Labour Film Festival, Montreal**
1967 · Georges Beaupré · CA



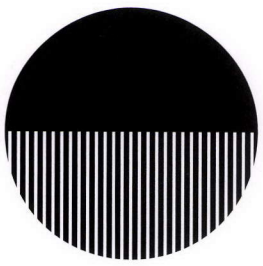
**Longo**
Inks
1970 · Walter Hergenröther · IT



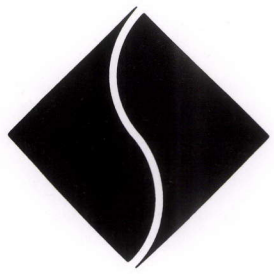
**Bundesverband der Deutschen Luft- und Raumfahrtindustrie**
Aircraft and space industry association
1976 · Rolf Müller · DE



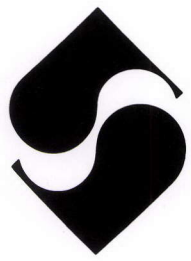
**Statens Informasjonstjeneste**
National parks
1966 · Paul Brand · NO



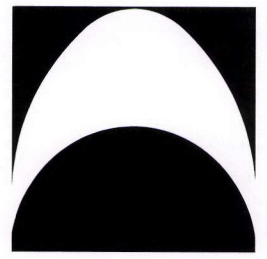
**Weather Engineering Corporation of Canada**
Weather studies group
1957 · Allan Harrison · CA



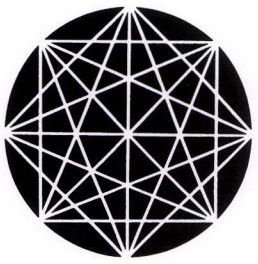
**Sogien**
Packaging materials
1976 · Yoshikatsu Tami · JP



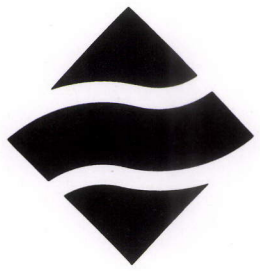
**Stanrey**
Metal goods
1960s · Roy W. Madison · US



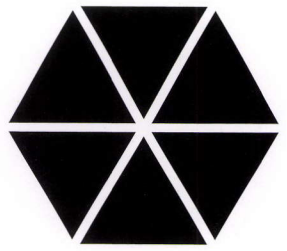
**Komeito**
Political party
1970 · Hiroshi Ohchi · JP



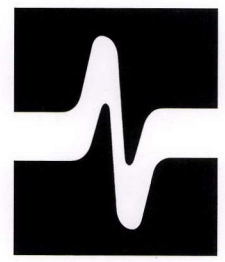
**Gouda Garden**
Yarns
1969 · Ralph Prins · NL



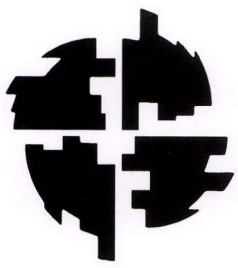
**Sanko Kogyo**
Engineering parts
1976 · Yoshihiro Kishimoto · JP



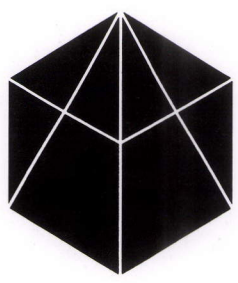
**Scic**
Kitchens
1965 · Franco M. Ricci · IT



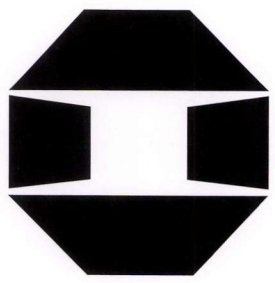
**Communications USA**
Exhibition
1965 · Arnold Saks, James S. Ward · US



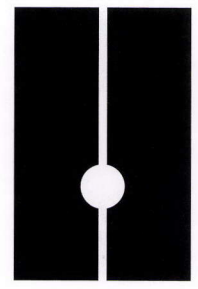
**Reel Image Productions**
Film studio
1971 · Paul M. Levy · US



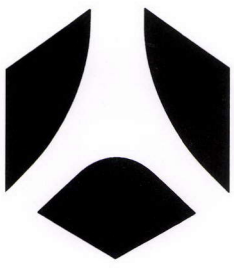
**Ediciones Unidas**
Publishing
1971 · Francesc Guitart · ES



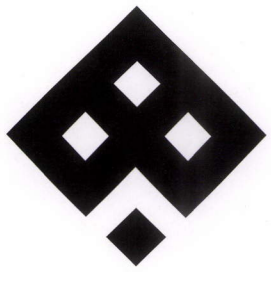
**ICOMI - Indústria Comércio de Minérios**
Mining
1960s · Aloísio Magalhães/PVDI · BR



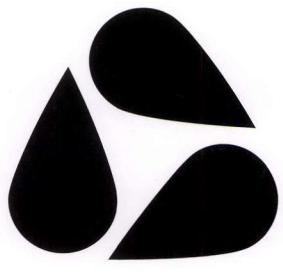
**Society of Typographic Designers**
1966 · James D. Taylor/
Rous & Mann Press · CA



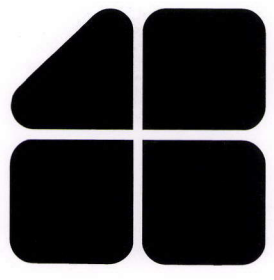
**Thomson C.S.F.**
Electronics
1969 · Alain Carrier · FR



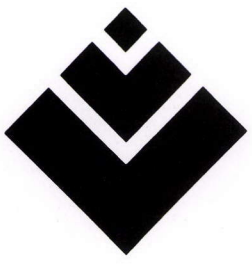
**Passagen Verlag**
Publishing
1985 · Anonymous · AT



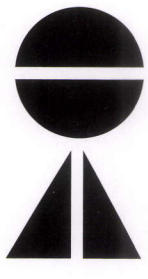
**Bopp und Reuther Messtechnik**
Measuring instruments
1976 · Rolf Müller · DE



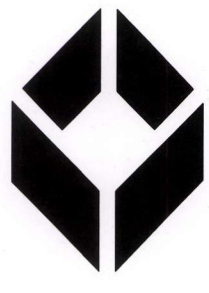
**WC4 TV**
Broadcasting
1971 · G. Dean Smith · US



**D. W. Graham and Associates**
Landscape architecture
1963 · Georges Beaupré · CA

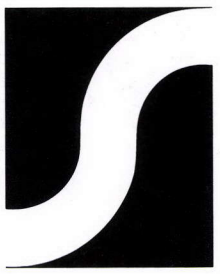


**Instituto de Ciencia Animal**
Livestock management and research
1969 · Félix Beltrán · CU



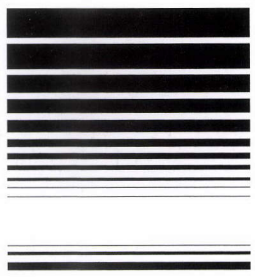
**Laverne International**
Furniture
1965 · James S. Ward, Arnold Saks · US

**Centro de Turismo Nova Lindóia**
Tourism
1962 · Alexandre Wollner · BR

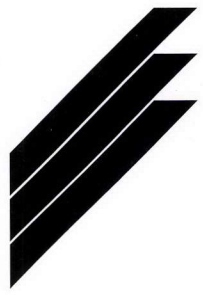


**Södahl**
Furniture
1960s · Anonymous · DK

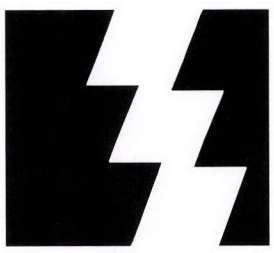
**Centro Arredamento Moderno**
Interior design
1973 · Amedeo Bergamasco · IT



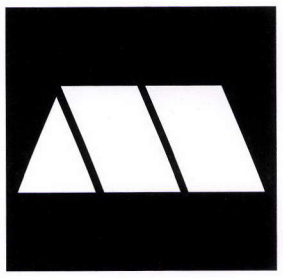
**Ceramica Gresparma**
Floor tiles
1965 · Franco M. Ricci · IT



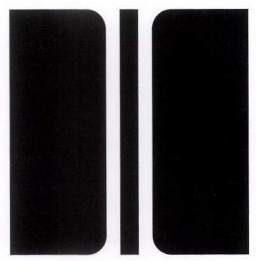
**Brown, Jensen and Garloff**
Media production
1981 · Tim Larsen · US



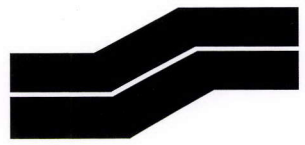
**Urban Research Corporation**
Development
1968 · David L. Burke · US



**Art Metal**
Office furniture
1960s · Lester Beall · US

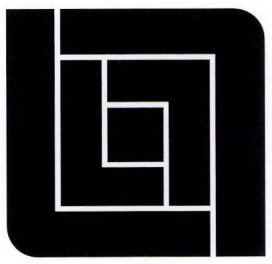


**Torii & Co.**
Pharmaceuticals
1978 · Kazuo Tanaka · JP

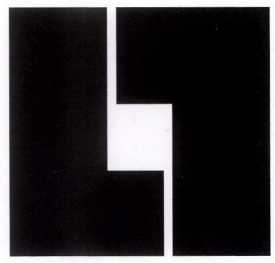


**Les Entreprises Transport**
Transportation
1969 · Jean Morin, Tony Hobbs · CA

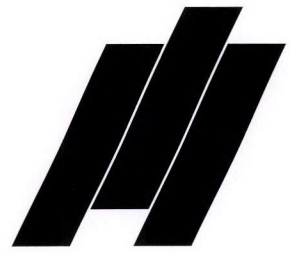
**Valextra**
Leather goods
1962 · A. G. Fronzoni · IT



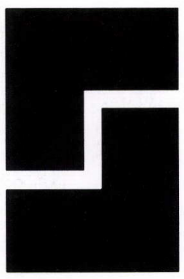
**Lutherisches Verlagshaus**
Publishing
1981 · Anonymous · DE



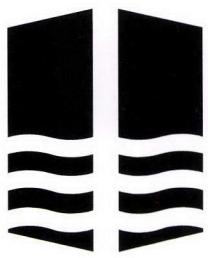
**Lime Waterproofing**
1961 · Appelbaum & Curtis · US



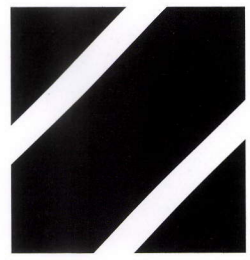
**Insinööritoimisto Y. Pitkänen**
Engineering
1967 · Seppo Polameri · FI



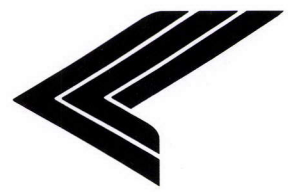
**Shield Furniture**
1967 · Rod Dyer, George Osaki,
Roland Young · US



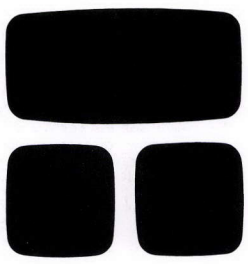
**Tie-Ja Vesirakennushallitus**
Highways and waterways
1968 · Pentti Rahikainen · FI



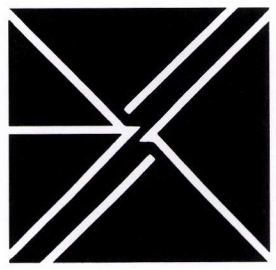
**Werbeagentur Zühlke**
Advertising
1965 · Anonymous · DE



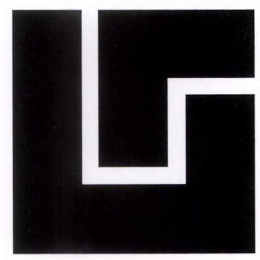
**Arkia**
Airline
1971 · Asher Kalderon · IL



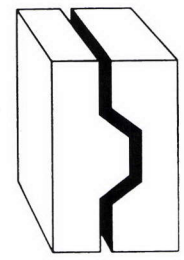
**Trapinex**
Printing
1968 · Raymond Gid · FR



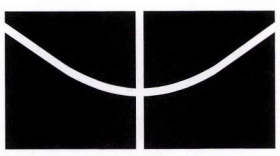
**Tokyo Zokei College**
Art school
1967 · Mitsuo Katsui · JP



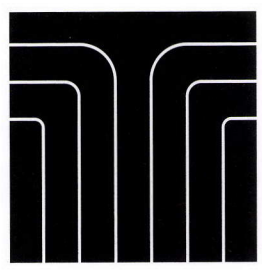
**The Bunker-Ramo Corporation**
Computer systems
1960s · Lester Beall · US



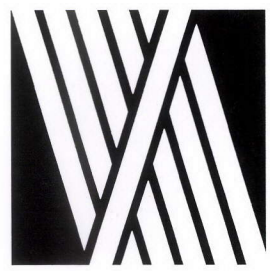
**Harvey Cowan**
Architecture
1969 · James Donahue/
Cooper & Beatty · CA



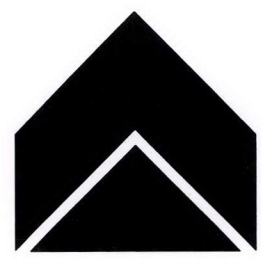
**Universidade De Brasília**
University
1963 · PVDI · BR



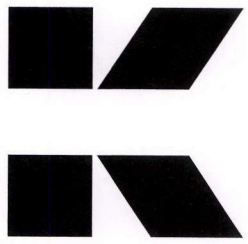
**Terra Furniture**
1969 · Frank R. Cheatham,
David J. Goodman · US



**Sirti**
Electronics
1968 · Pino Tovaglia · IT

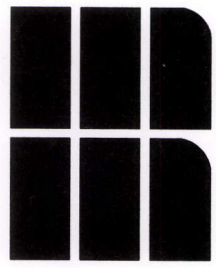


**Energy Storing System**
1981 · Ove Engström · SE

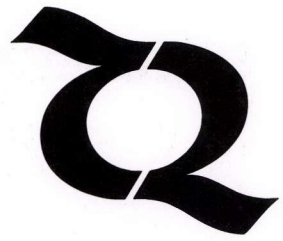


**Marathon Realty**
Real estate
1977 · Stuart Ash/
Gottschalk+Ash · CA

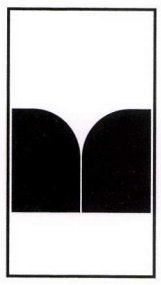
**Urological Surgery Center**
Hospital
1979 · Eduardo A. Cánovas · AR



**Moody Moore and Partners**
Architecture
1966 · James Cross · US

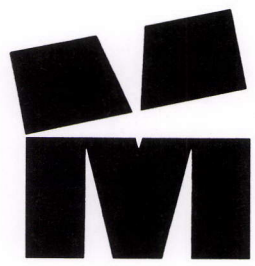


**Typographic Québec**
Typesetting
1969 · James Donahue/
Cooper & Beatty · CA

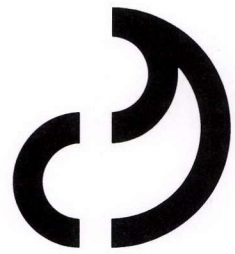


**Mobilia**
Furniture
1966 · Claude Dietrich · PE

**Universal**
Travel agency
1971 · Jean Delaunay · FR



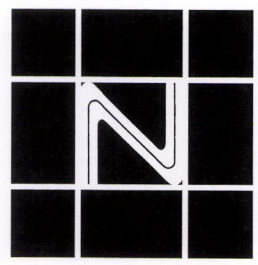
**Milano Cinema**
1977 · Alfredo de Santis · IT



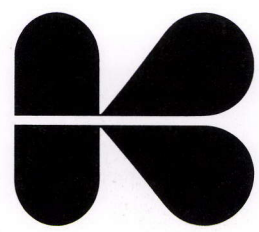
**Centro Profesional de Dibujantes**
Graphic designers association
1959 · Nedo Mion Ferrario · VE

**Ytong-Bolagen**
Building materials
1965 · Robert Geisser · CH

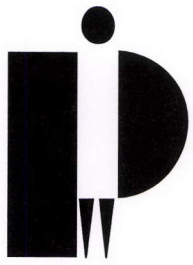
**British Shoe Corporation**
1971 · R.M. Godin, Miles Walker/
Newton & Godin · UK



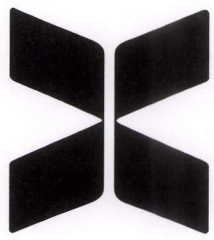
**Nakamura Architecture Office**
1959 · Hiroshi Ohchi · JP



**Kobashi Photo Studio**
1974 · Ken'ichi Hirose · JP

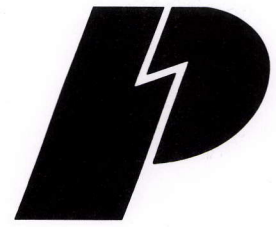


**Women's Fashion Factory**
1965 · Jan Hollender · PL

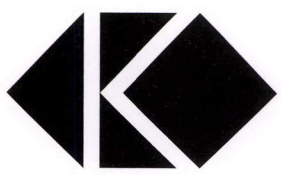


**Editorial Tiempo Nuevo**
Publishing
1970 · John Lange · VE

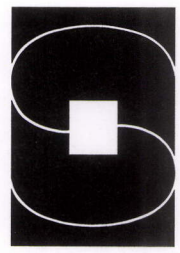
**Katimavik**
Billboard marketing
1970 · Yvon Laroche,
Pierre-Yves Pelletier · CA



**Photoronic Typographers**
Typesetting
1970 · James Lienhart · US

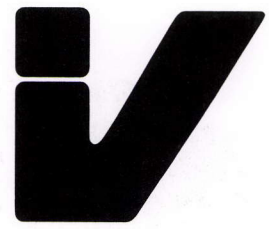


**Klöpfer**
Mining
1960s · Hanns Lohrer · DE

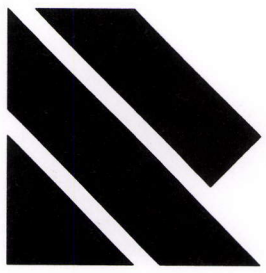


**Sorge**
Weaving
1960s · Hanns Lohrer · DE

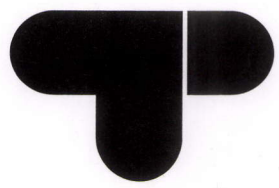
**S.E.I.**
Encyclopedia
1968 · Giorgio Maltisotto/Sitcap · IT



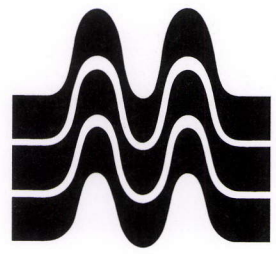
**Industries Valcartier**
Plastics
1968 · Laurent Marquart/
Jacques Guillon Designers · CA



**Recordati Industria Chimica**
**e Farmaceutica**
Pharmaceuticals and chemicals
1971 · Ilio Negri · IT

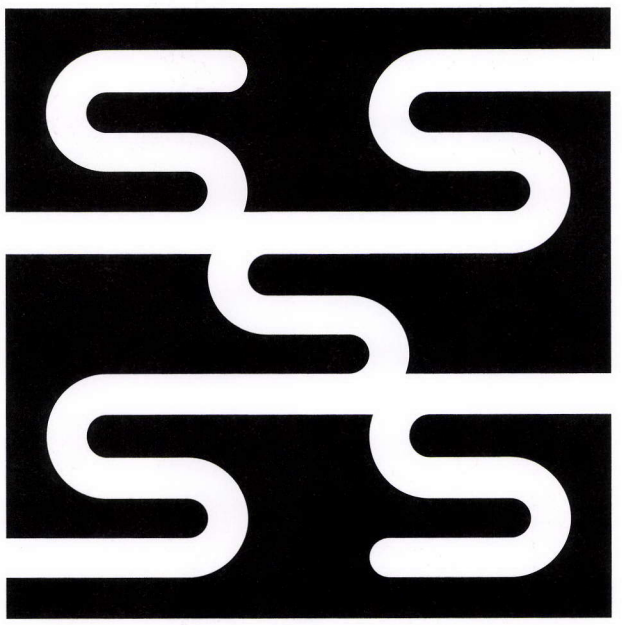


**Tynes Møbler**
Furniture
1970 · Bruno Oldani · NO

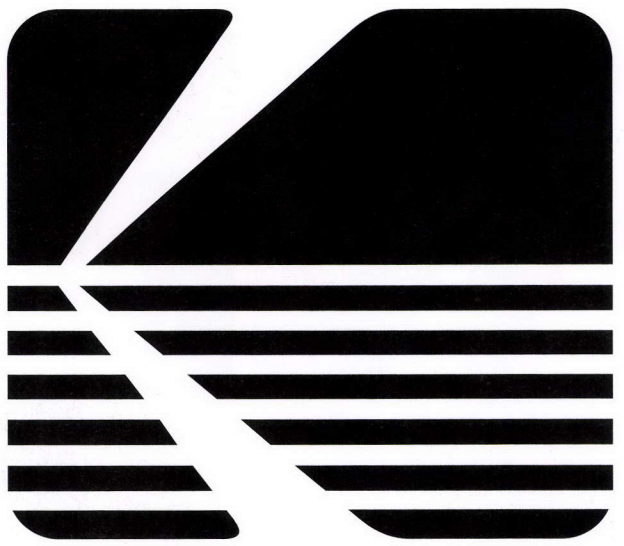


**Marcona Mining Corporation**
1969 · Robert Pease · US

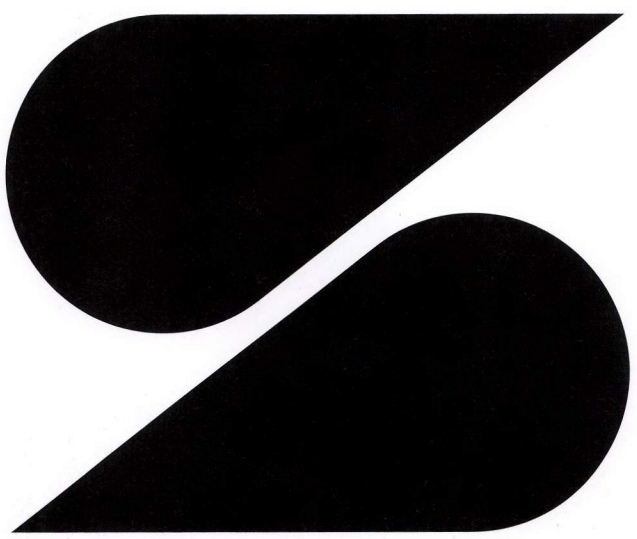
**Washington Mutual**
Savings bank
1968 · Ken Parkhurst · US



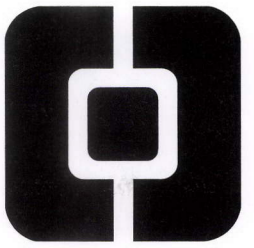
**Sturm Söhne Solingen**
Climate technology
1970 · Hans Karl Rodenkirchen · DE



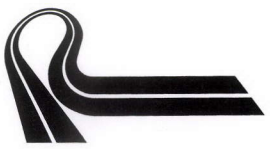
**Eastman Kodak**
Photographic equipment
1983 · Joe Selame · US



**Sakata International**
Trading
1983 · Ikuya Kimura · JP

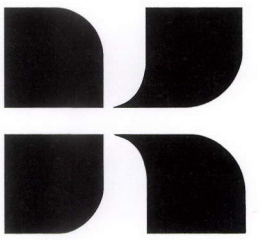


**Celstar**
Polystyrene products
1970 · Bruno Oldani · NO

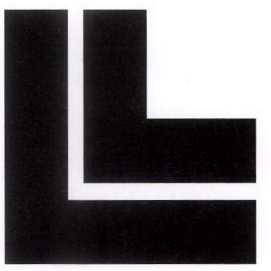


**Peter Revson**
Motor racing
1972 · Robert Miles Runyan, Ron Jefferies/
Robert Miles Runyan & Associates · US

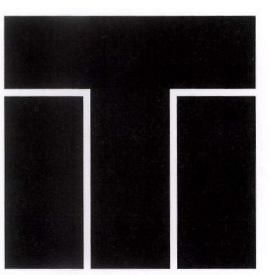
**Maestro**
Foods
1970 · Morten Peetz-Schou · DK



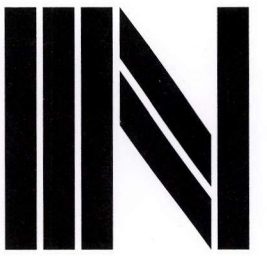
**Kailua Chamber of Commerce**
1973 · Thomas Starr,
Randall Swatek · US



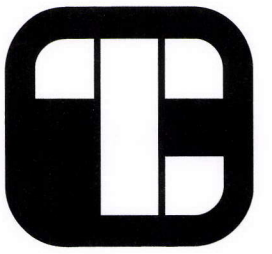
**Torii & Co.**
Pharmaceuticals
1975 · Kazuo Tanaka · JP



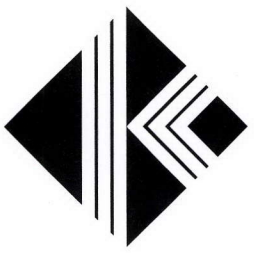
**Typographie Métro**
Typesetting
1966 · Pierre-Yves Pelletier · CA



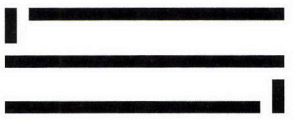
**Norbrasite Comércio e Importação**
Paper
1969 · Alexandre Wollner · BR



**TelCom**
Broadcasting consultant
1970 · Tom Woodward · US

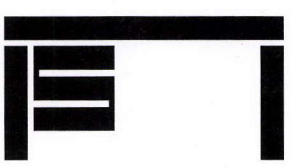


**Kinsho Co.**
Textiles
1971 · Tomoichi Nishiwaki · JP

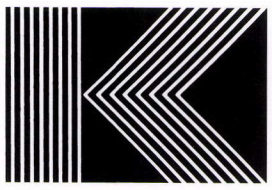


**Schneidereit Immobilien**
Real estate
1972 · Hans Karl Rodenkirchen · DE

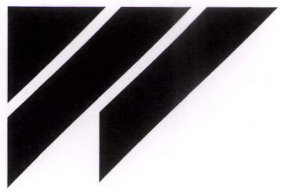
**Quorum Corporation**
Acquisitions and development
1983 · Denise Spaulding · US



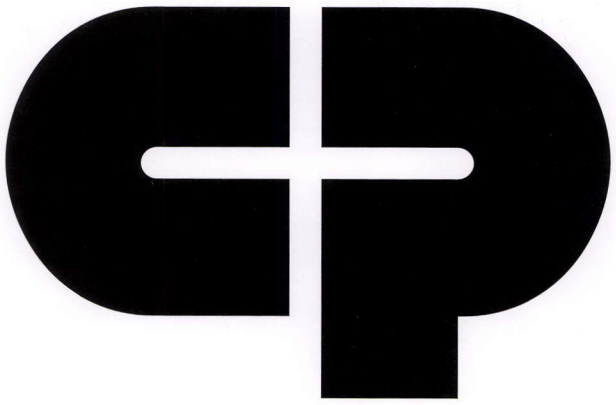
**Standard Desk**
Office furniture
1964 · Ernst Roch/
Design Collaborative · CA



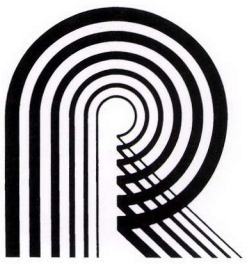
**Kellock Factors**
Investment bank
1976 · Kenneth Hollick · UK



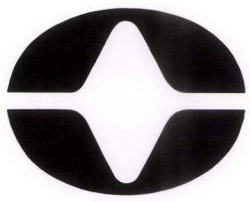
**Wood Lighting Industries**
1982 · Ray Engle · US



**Continental Petroleum**
1979 · J. Barton · US

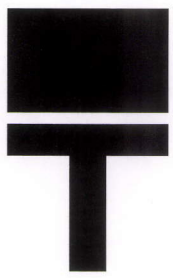


**Libra Rotoget**
Research institute
1972 · Alfredo Troisi · IT

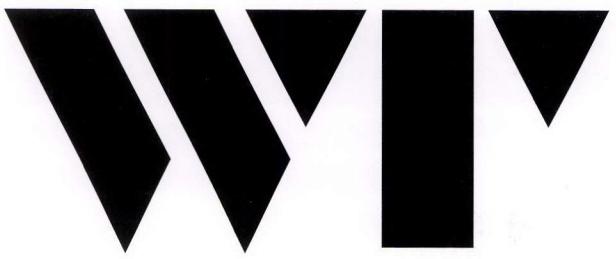


**Olin Mathieson**
Chemicals
1970s · Lippincott & Margulies · US

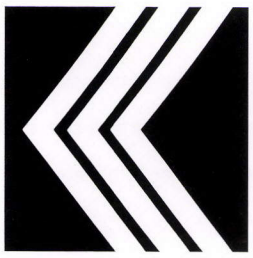
**Lartel**
Textiles
1979 · Alfonso Capetillo Ponce · MX



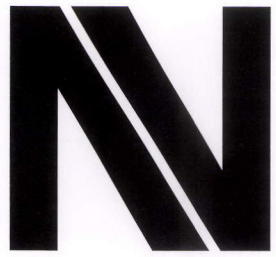
**Tibbetts**
Paint
1964 · Manfred Gotthans/
Chris Yaneff · CA



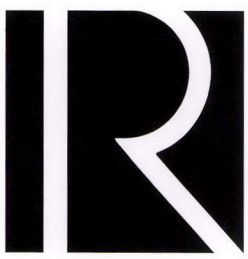
**Watchtower Society**
Religious group
1970 · Yasaburo Kuwayama · JP



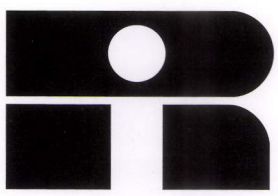
**Kaneda Enterprises**
1983 · Hiroshi Toida · JP



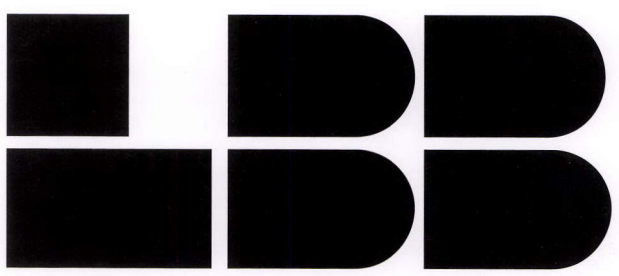
**NV Versicherung**
Insurance
1960s · Otto Rieger · DE



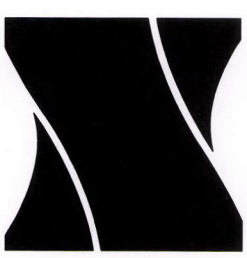
**Rothschild Group**
Financial consultancy
1979 · Diana Graham · US



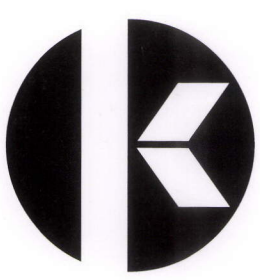
**Inter-Rückversicherungs AG**
Insurance
1964 · Paul Bühlmann · CH



**LBB**

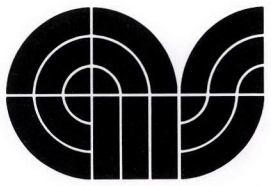


**Ets Bouvet**
Steel industry
1965 · Jean Delaunay/Look · FR

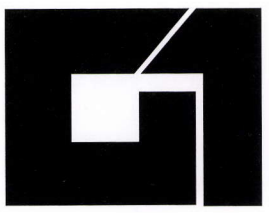


**Osakeyhtiö Konttoritarpeita**
Engineering
1959 · Jukka Pellinen · FI

**Landesverband Bayerischer Bauinnungen**
Trade association
1970 · Wolf D. Zimmermann · DE

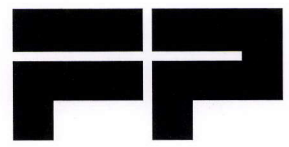


**Alphabet Shop**
Typesetting and signage
1971 · Richard Wittosch · US

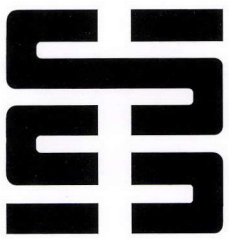


**Gruppo Uno**
Cultural association
1968 · Michele Spera · IT

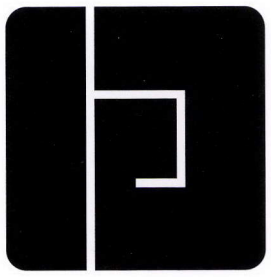
**Wiener + Deville**
Advertising
1965 · Anonymous · CH



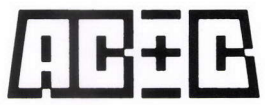
**Ferrante Petroli**
Fuel oil
1969 · Mimmo Castellano · IT



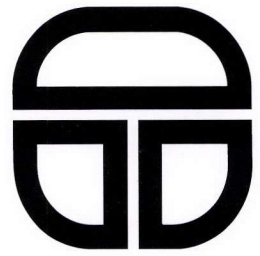
**Michel Olyff**
Design
1960s · Michel Olyff · BE



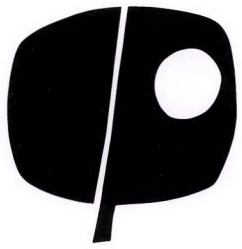
**Hanabusa**
Planning office
1979 · Toshio Sunohara · JP



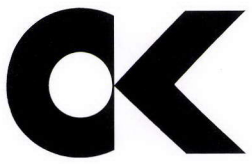
**American Computer and Communications Company**
Computer services
1971 · Conrad E. Angone · US



**Times Watch**
Watches
1966 · Mimmo Castellano · IT

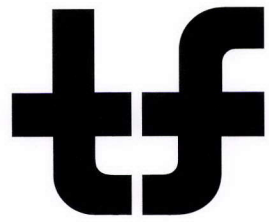


**Pussy - Agencia de Modelos**
Modeling agency
1969 · Pedro Ariño · ES

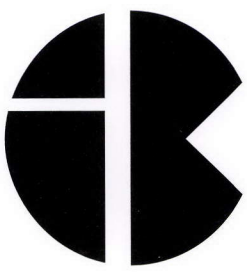


**Christian Kortmann**
Meat-processing machinery
1965 · Reiner Wiegang · DE-GDR

**Aksel Kjersgaard**
Furniture
1960s · Anonymous · DK

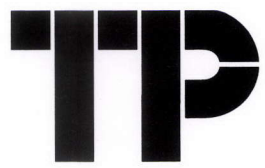


**Tipofilm Cortometraggi Pubblicitari**
Advertising
1965 · Enzo Careccia/Opit Pubblicità · IT



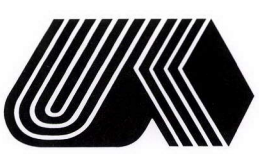
**Isy Bernard**
Cosmetics
1964 · Hans Karl Rodenkirchen · DE

**Verband Baugewerblicher Unternehmer Bayerns**
Trade association
1970 · Wolf D. Zimmermann · DE

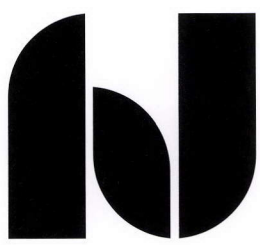


**De Donato Editore**
Publishing
1968 · Daniele Baroni · IT

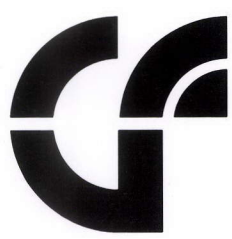
**Imprimerie Jouve**
Printing
1950s · Aldo Calabresi · IT/FR



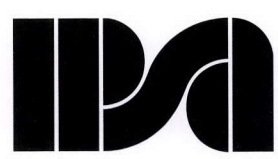
**Univerzitetna Knjižnica Maribor**
University
1983 · Ivan Dvoršak · YU



**Holland & Josenhans**
Publishing
1975 · Bernhard Wanzel · DE

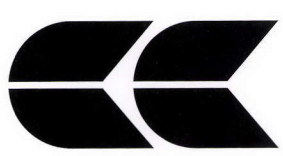


**Console Foods**
1983 · Gary Ball · US

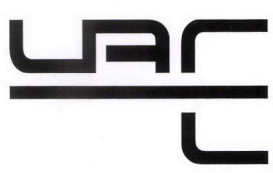


**Industria Petrolifera Sacca**
Fuel oil
1972 · Silvio Coppola · IT

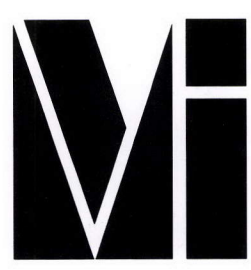
**Ifanger**
Turning tools
1960s · Milo Schraner · CH



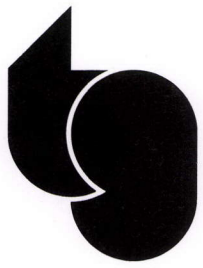
**Cross Company**
Machine builders
1981 · Mark Topczewski, Frances Ullenberg, Ken Eichenbaum · US



**Van Abbemuseum, Eindhoven**
Modern and contemporary art museum
1960s · Wim Crouwel · NL

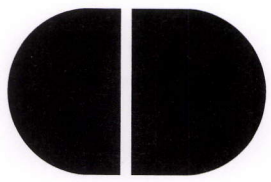


**Monogram Industries**
Portable toilets
1968 · James Cross · US

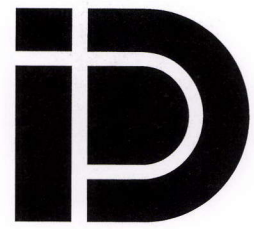


**Tessitura di Giussano**
Textiles
1970 · Silvio Coppola · IT

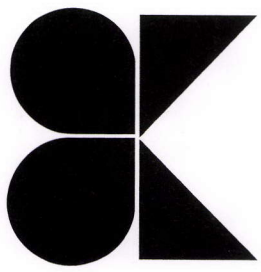
**National Theatre, London**
1971 · Henrion Design Associates · UK



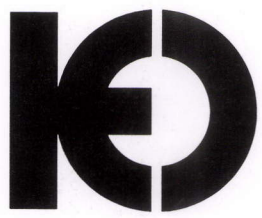
**Centro Di**
Publishing
1968 · A. G. Fronzoni · IT



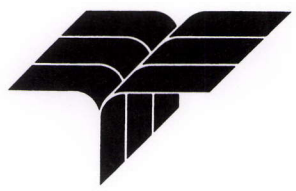
**Imprimerie Daynac**
Printing
1967 · Philippe Gentil · FR



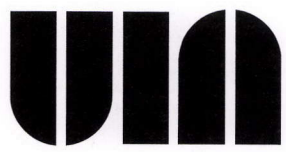
**System- und Flugelektronik**
Flight systems development
1972 · Rainer E. Kunert · DE



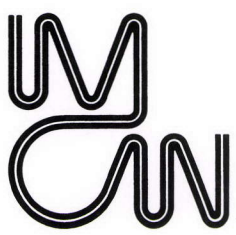
**Kommunalentwicklung Baden-Württemberg**
Local development
1970s · Hanns Lohrer · DE



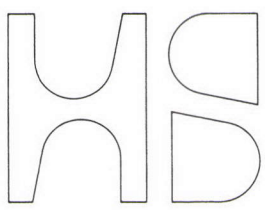
**Tanaka Soshoku**
Interior design
1983 · Shigenobu Nagaishi · JP



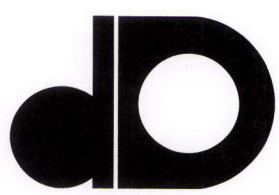
**Università Internazionale dell'Arte**
University
1968 · Bob Noorda/
Unimark International · IT



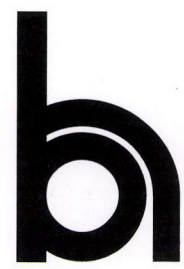
**International Motorsport Association of Canada**
1969 · William Newton, Bill Hedges · CA



**Spence Hurtt**
Real estate
1960 · Ken Parkhurst · US

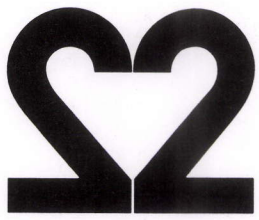


**F.lli de Dominicis**
Patent office
1968 · Patrizia Pataccini/
Studio Cortesi · IT



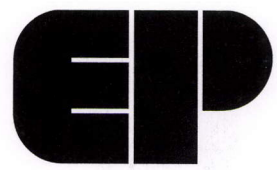
**Ramón Sopena**
Publishing
1964 · Ribas & Creus · ES

**Torrefazione Veneta**
Coffee roasting
1972 · Edoardo Salvestrini · IT



**TV2**
Broadcasting
1966 · Guillermo Gonzáles Ruiz · AR

**Lloyd Chester Associated**
Public relations
1972 · Mike Quon · US



**Engineering Products of Canada**
1966 · Jacques Roy/
Jacques Guillon Designers · CA

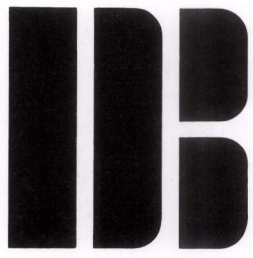
**Deutsche Grundbesitz-Investmentgesellschaft**
Real estate investment
1973 · Heinz Schwabe · DE

**Research III**
Chemical research institute
1963 · Gerry Rosentswieg/
The Graphics Studio · US

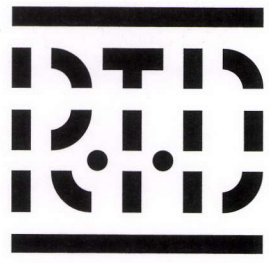
**Servizi Finanziari Internazionali**
Financial services
1968 · Ilio Negri · IT

**Menswear Association of Britain**
1965 · Michael Tucker · UK

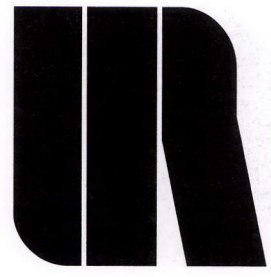
**IBM Western Region**
Computer systems
1968 · Gerry Rosentswieg · US



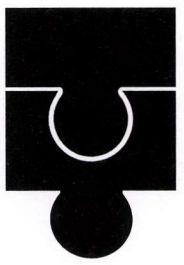
**Deutsche Bank**
(proposed design)
1972 · Heinz Schwabe · DE



**Röntgen Technische Dienst**
X-rays
1964 · Charles Jongejans · NL

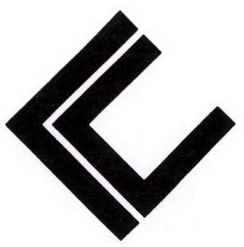


**Unione Italiana di Riassicurazione**
Insurance
1978 · Ettore Vitale · IT

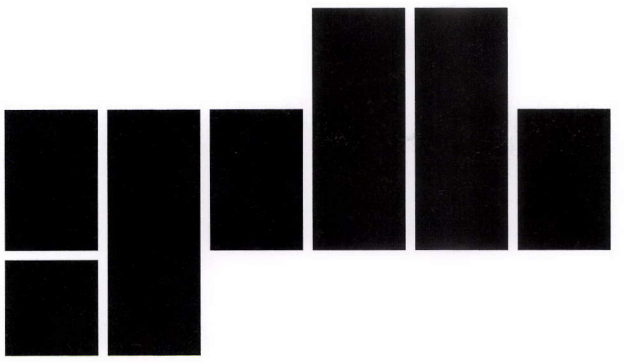


**Teach Yourself Books**
Publishing
1969 · Peter Cope · UK

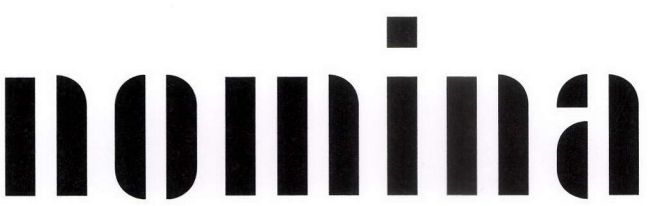
**Teatro Popolare di Roma**
Theater
1975 · Rinaldo Cutini · IT



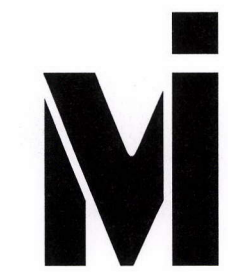
**Léon Ullmann**
Publishing
1963 · Jacques Douin · FR



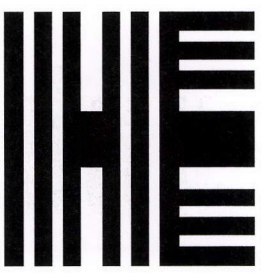
**Groep De Bondt**
Construction company
1968 · Rob Buytaert · BE



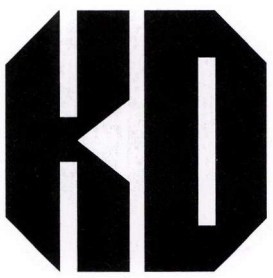

**Nomina**
Research institute
1982 · Rolf Müller · DE



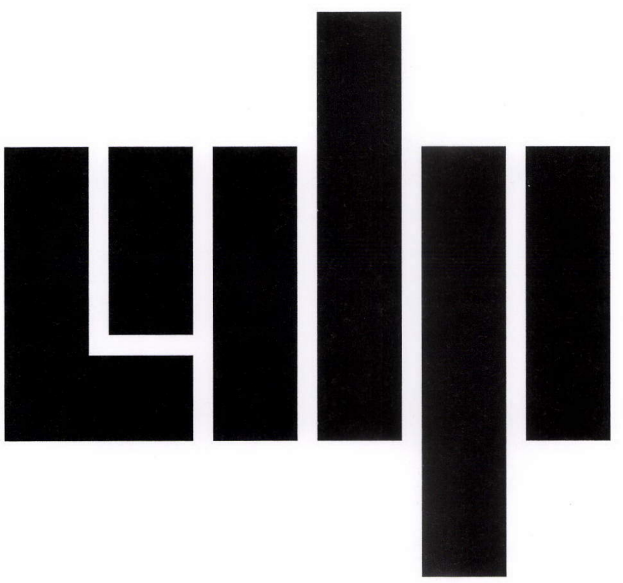
**Marketing Improvements**
Market analysis
1964 · Fletcher, Forbes, Gill · UK



**Head/Ellerman**
Management consultancy
1970 · James Lienhart · US



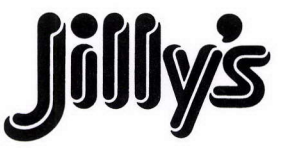
**Kokusai**
Road construction
1960s · Kazumasa Nagai · JP



**EDP Technology**
Computer software
1968 · Arnold Saks · US

**Pillar**
Construction company
1968 · John Gibbs/Unit Five Design · UK

**Tate & Lyle**
Sugar
1967 · Henrion Design Associates · UK

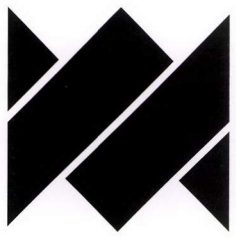



**Jilly's**
Fast-food chain
1972 · John Harrison, Barry O'Dwyer/Stewart Morrison Harrison · UK

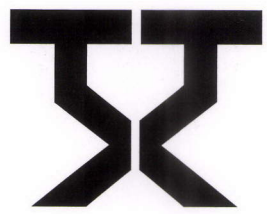
**Aebi & Co.**
Engineering works
1950s · Eugen Jordi · CH

**Moggi**
Toys
1968 · Sergio Salaroli · IT

**Dane Brog**
Liquor
1970 · Heinz Schwabe · DE

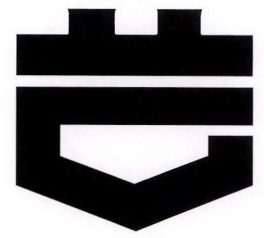


**Comité de Solidaridad con Vietnam**
Political committee
1967 · Félix Beltrán · CU

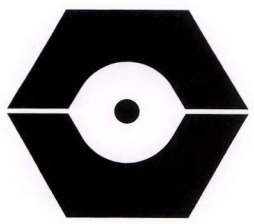


**TTX**
Glass
1966 · Claude Dietrich · PE

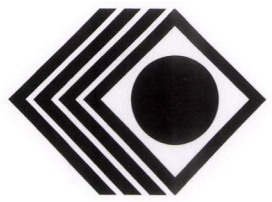
**San Francisco Rehabilitation Workshop**
1964 · Michel Dattel · US



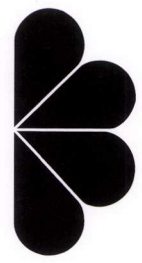
**Schifflukenabdeckung und Pollerfertigung**
Ship components
1965 · Ludwig Bonitz · DE-GDR



**Av-Producenterna**
Television and radio technology
1969 · Olle Eksell · SE



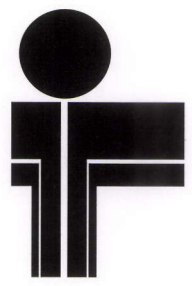
**Ministerio de Trabajo y Comunidades**
Government office
1966 · Claude Dietrich · PE



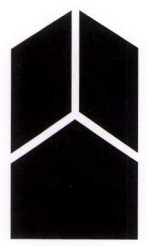
**Kouler Gallery**
Art gallery
1966 · David L. Burke · US

**Instituto Cubano del Petróleo**
Fuel oil
1968 · Félix Beltrán · CU

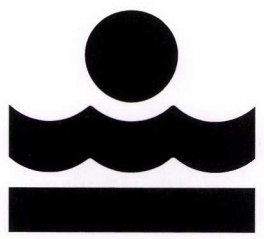
**Cesa**
Radio components
1970 · Luciano Francesconi · IT



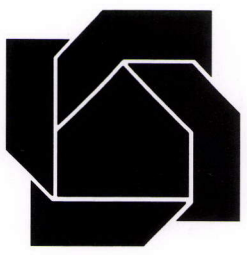
**Human Relations Bureau of Los Angeles**
Urban integration
1968 · Michel Dattel · US



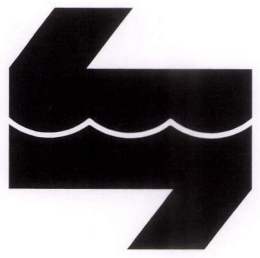
**House of Packaging**
1967 · Rod Dyer · US



**Production Systems International**
Oil and gas
1968 · George K. Buckow Jr./ Communications Group · US

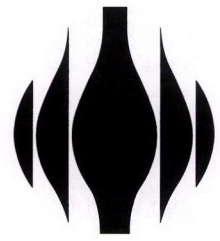


**FAMIA**
Consumer fair
1970 · Michael Herold · DE

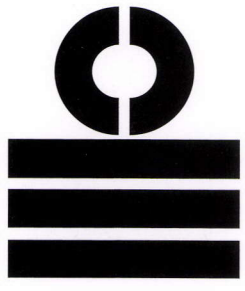


**D.K.P. Naviera**
Shipping
1969 · Yvon Laroche · CA

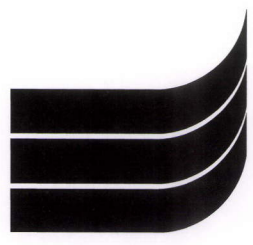
**Lennart Larsson Rörled**
1981 · Hans Kündig · SE



**Yamada Shomei Lighting**
1968 · Mitsuo Katsui · JP

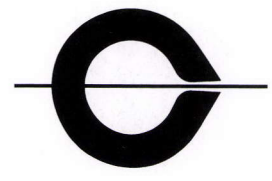


**Captain's Card**
Travel agency
1970 · Lund & Lommer · DK

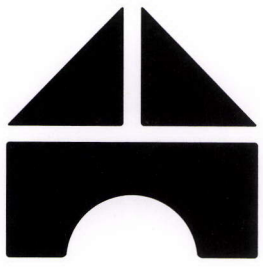


**Westinghouse Design Center**
Research and development
1969 · Peter Megert · US

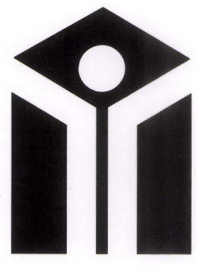
**Chestnut Mountain Park, Toronto**
1970 · William Newton, Ludwig Scharfe/ Paul Arthur Associates · CA



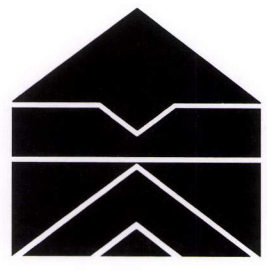
**Light House**
Lamps
1963 · Bruno Oldani · NO



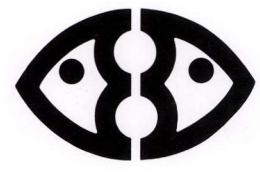
**Bygningsartikkelgrossistenes Landsforbund**
Exhibition
1970 · Bruno Oldani · NO



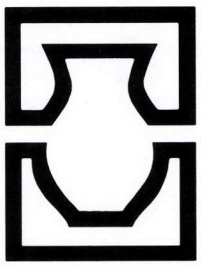
**Young Homebuilders of Northern California**
1969 · Robert Pease · US



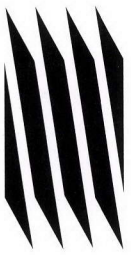
**L'Artiere**
Gift shop
1972 · Franco M. Ricci · IT



**TV 7 Mar del Plata**
Broadcasting
1966 · Guillermo Gonzáles Ruiz · AR



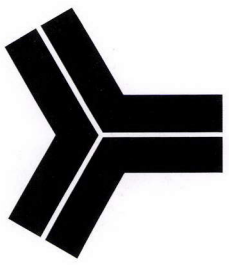
**Keramische Werke**
Ceramics
1965 · Martin Rosette · DE-GDR



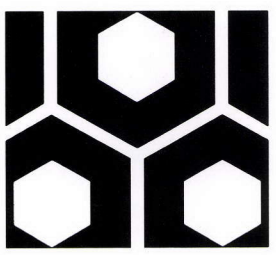
**Torniotecnica**
Precision machinery
1970 · Ilio Negri · IT

**Noritsu**
Boilers
1967 · Takeshi Otaka · JP

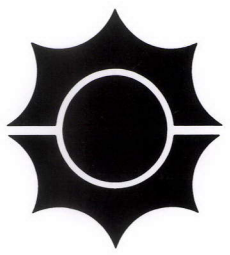
**Promociones Artísticas y Diseño**
Design promotion
1966 · Gerd Leufert · VE



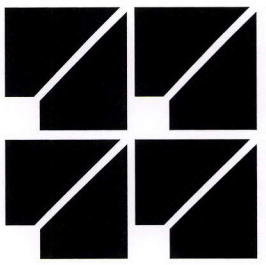
**York Regional School of Nursing**
1968 · William Newton · CA



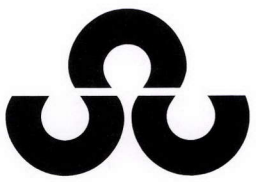
**Ceramiche della Robbia**
Ceramics
1966 · Andrea Rossi · IT



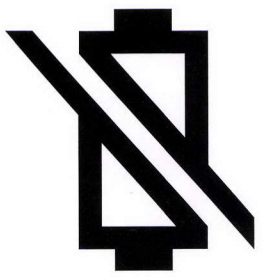
**Joyo Bank**
1965 · Yoshio Hayashi · JP



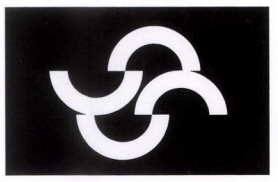
**Howard, Needles, Tammen and Bergendorff Architects**
1970 · Eugene Belline/
Unimark International · US



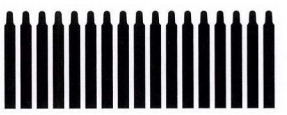
**The Science Council of Canada**
Scientific advisory group
1970 · Peter Steiner/
Gottschalk+Ash · CA



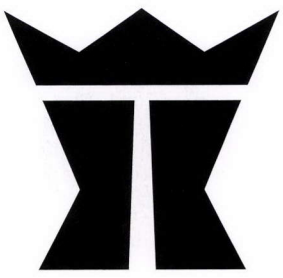
**Cantoni**
Textiles
1960s · Studio Boggeri · IT



**New Ocean Engineering**
Technology institute
1968 · Dietmar R. Winkler · US



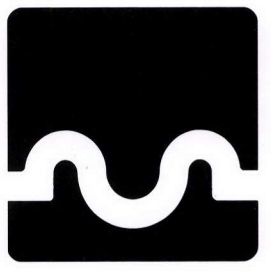
**Cronmatch**
Matches
1965 · W. M. de Majo · UK



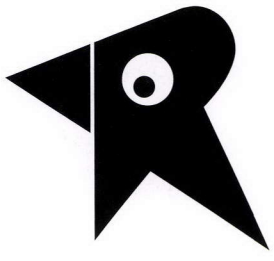
**Messerform**
Cutlery
1958 · Hans Karl Rodenkirchen · DE

**TV 3 Film Festival**
Broadcaster's film festival
1969 · Studio González Ruiz &
Shakespear · AR

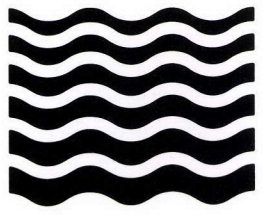
**Ontario Pavilion, Expo '70, Osaka**
World's fair stand
1969 · Ken Young/
Stewart & Morrison · CA



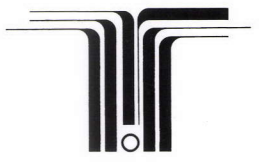
**Aluchrome Corrosion Treatment**
1981 · Ove Engström,
Torgny Gustavsson · SE



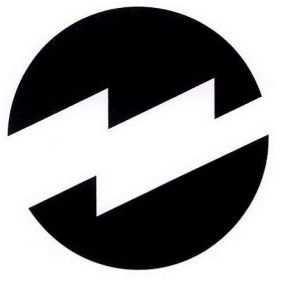
**Rabitz Druck**
Printing
1961 · Hans Karl Rodenkirchen · DE



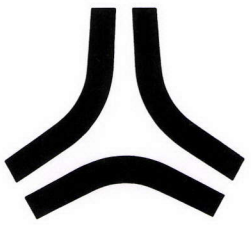
**Plus**
1972 · Kazumasa Nagai · JP



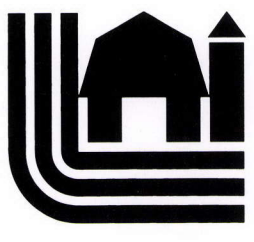
**Oice**
Mediation committee
1965 · Italo Lupi · IT



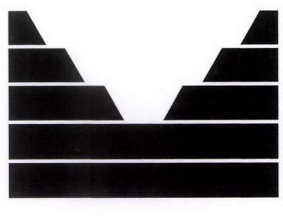
**Optik Meier**
Optician
1967 · Anonymous · DE



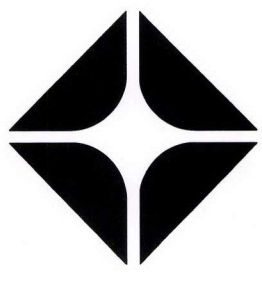
**VEB Uhrenkombinat**
Watches
1965 · Lothar Barutzki · DE-GDR



**Drumlin Farms**
Agriculture
1968 · Manfred Gotthans/
Chris Yaneff · CA



**Summa Corporation**
Mining
1973 · Mario Zamparelli,
Jean-Claude Müller · US

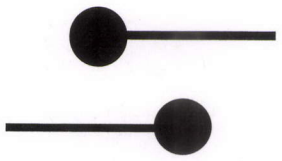


**Atlantic Richfield Company**
Petrochemicals
1970s · Carol Lipperl, Tomoko Miho · US

# Duplication

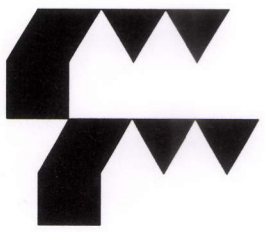
# Verdopplung

# Duplication



**Schlagzeuginstrumentenfabrik Johannes Link**
Musical instruments
1950s · Otl Aicher · DE

**Grossman**
Publishing
1960s · Everett Aison · US

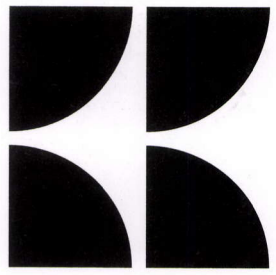


**Housing Development Corporation**
1970 · Manfred Gotthans,
Chris Yaneff · CA

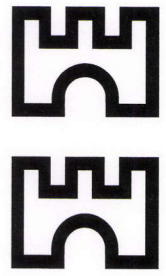
**Ferrer Internacional**
Pharmaceuticals
1970 · Francisco Marco Vilar/
Grupo de Diseño · ES

**Indústrias Cosmo**
Record turntables
1962 · Josep Pla-Narbona · ES

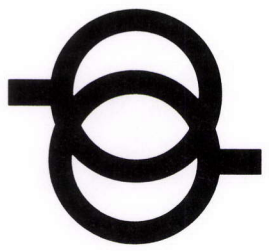
**Wunderwald-Krawatten**
Ties
1950 · Walther Bergmann · DE



**Karl Kessel**
1965 · Félix Beltrán · CU

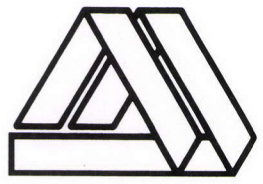


**Livraria 2 Cidades**
Bookstore
1962 · Ludovico Antonio Martino · BR

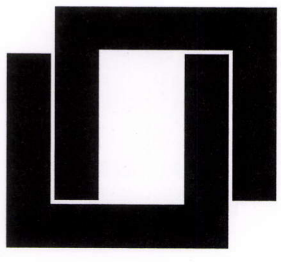


**Illy Caffé**
Coffee
1959 · Dante Bighi · IT

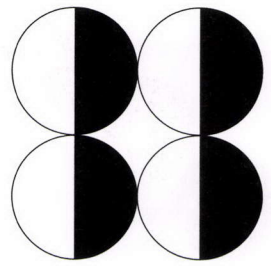
**Studio d'Ingegneria**
Industrial engineers
1973 · Alfredo Troisi · IT



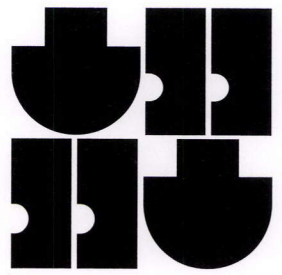
**Architetti Associati**
Architecture
1973 · Michele Spera · IT



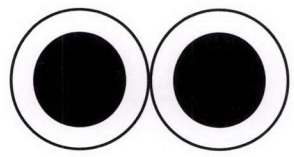
**Champlain Container Corporation**
Transportation
1960s · Stuart Ash/Gottschalk+Ash · CA



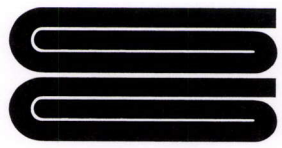
**Bellasich & Bossi**
Publishing
1967 · Silvio Coppola · IT



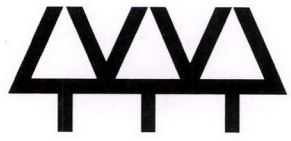
**Gremio de Maestros Impresores de Barcelona**
Printing association
1969 · Ribas & Creus · ES



**Bofinger+Reinhardt**
Design
1970s · Bofinger+Reinhardt · DE

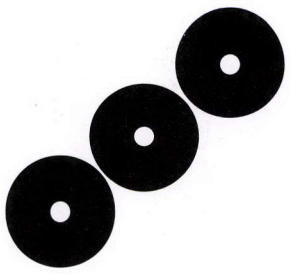


**Gugelmann & Cie**
Textiles
1960s · Hansruedi Widmer/
Devico AG · CH

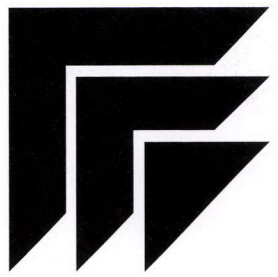


**Weston Woods**
Film production
1960 · Jon Aron · US

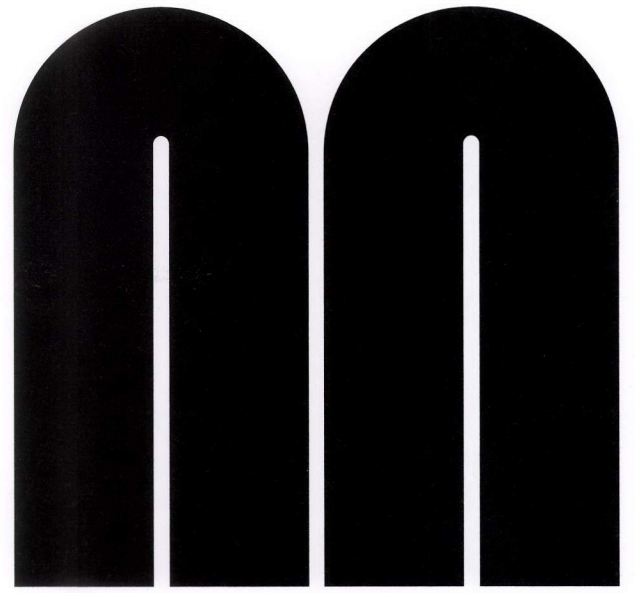
**Grupo Cobalto**
Cinemas
1969 · Álvaro Sotillo · VE



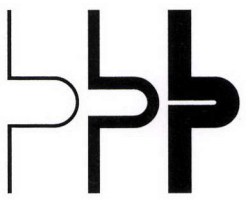
**All-Terrain Vehicle**
Off-road vehicles
1969 · Leslie & Philip Smart · CA



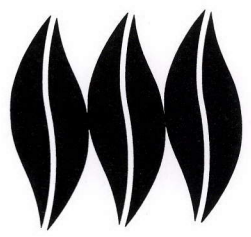
**Takarabune**
Clothing
1982 · Shuzo Murase,
Jun Yoshida, Toshinori Nozaki · JP



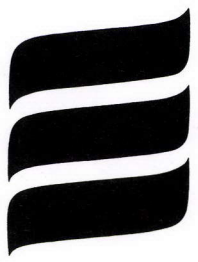
**Paul Maurel**
Bookstore and art gallery
1968 · Daniel Maurel/Chourgnoz Publicité · FR



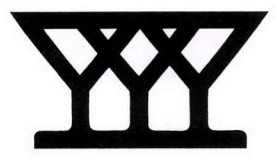
**Olle Eksell Design**
Design
1969 · Olle Eksell · SE



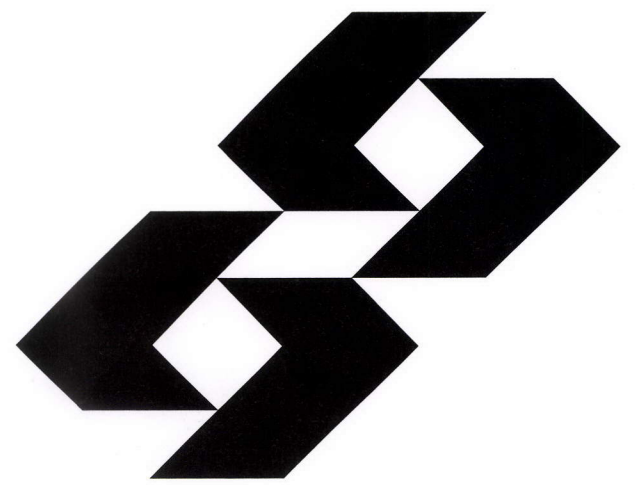
**Eishucha**
Teas
1969 · Iwasaki Shinji/
Yoshioka Design Room · JP



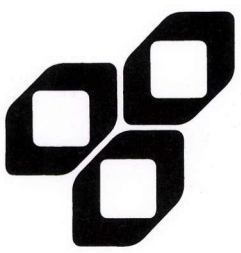
**Tra Ital**
Pipe technology
1972 · Corinna Ferrari · IT



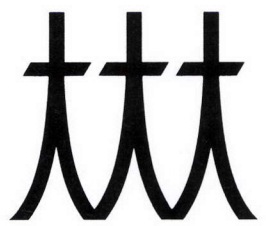
**Vereinigte Böhmische Glasindustrie**
Glass
1950 · Walter Sauer · DE



**Smith Stevens Architects**
1971 · Paul M. Levy · US

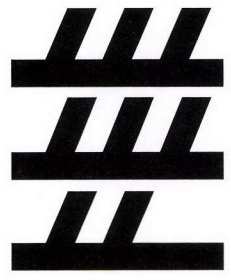


**Contal Construction Continental**
Construction company
1960s · Roberto Amaro Lanari · BR

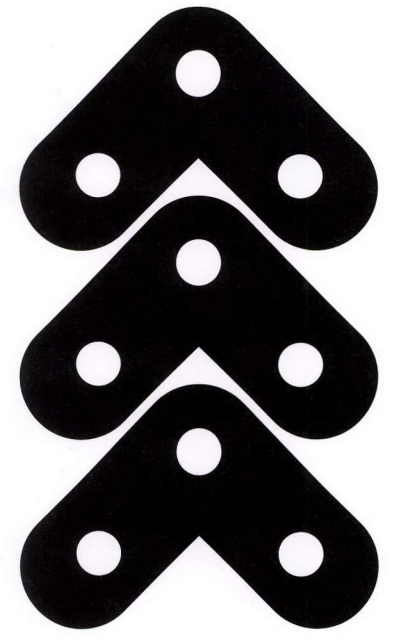


**Towers Merchants**
Grocery
1966 · Chris Yaneff · CA

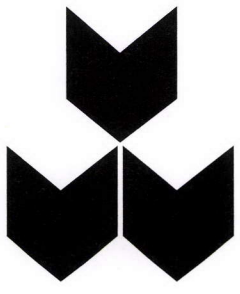
**Marine Sciences Corporation**
Underwater research
1961 · Frank R. Cheatham/
Porter & Goodman Design · US



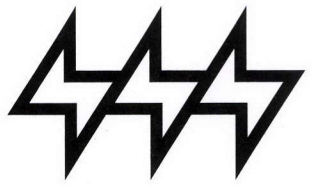
**Württembergischer Kunstverein**
Art association
1979 · Kurt Weidemann · DE



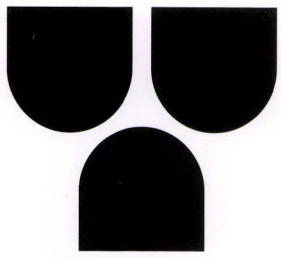
**H. H. Ehrlich, Erfurt**
Metal constructions
1965 · Karl-Jürgen Härtel · DE-GDR



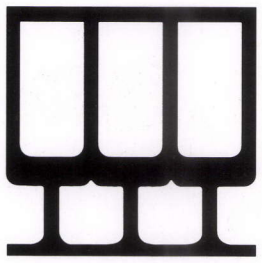
**Augusto Bedoya**
Customs office
1967 · Claude Dietrich · PE



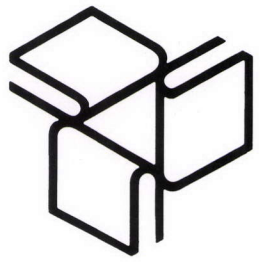
**Helsingin Kaupungin Sähkölaitos**
Electronics
1960 · Martti A. Mykkänen · FI



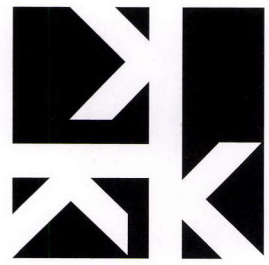
**Banque Transatlantique**
Bank
1970 · Daniel Maurel/
Chourgnoz Publicité · FR



**Glaswerke Ilmenau**
Glass
1965 · Karlheinz Herke · DE-GDR

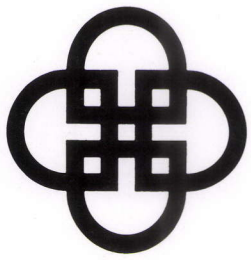


**St. Cloud Library**
Public library
1975 · Peter Seitz · US

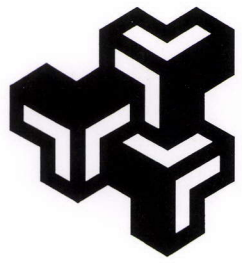


**Bombones Keops-Blanxart**
Chocolates
1965 · Ribas & Creus · ES

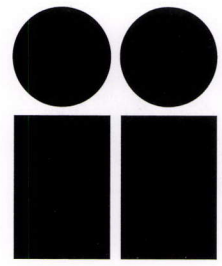
**Totalgas**
Fuel oil
1965 · Ilio Negri, Michele Provinciali,
Pino Tovaglia · IT



**Nährmittelwerk**
Foods
1940s · Gust Hahn · DE

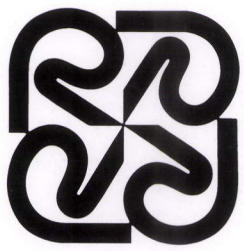


**Piazza y Valdez Ingenieros**
Construction company
1967 · Claude Dietrich · PE

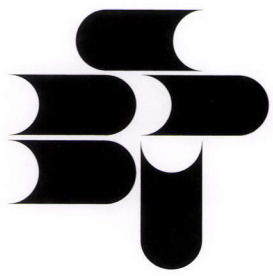


**Studio Idea II**
Advertising
1970 · Renato Romiti/Studio Idea II · IT

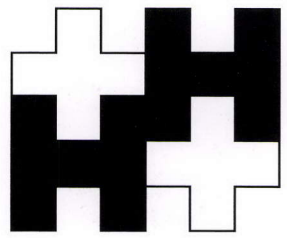
**Preussag**
Steelworks
1969 · Hans J. Mundt · DE



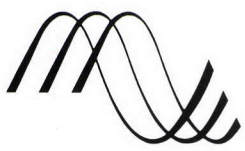
**House of Ronnie**
Fashion
1971 · Tony Russell/
Russell & Hinrichs · US



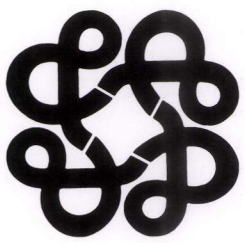
**Centro Studi Piemontesi**
Library
1973 · Giovanni Brunazzi · IT



**Asociación para el Desarrollo Hospitalario**
Hospital association
1969 · Ribas & Creus · ES

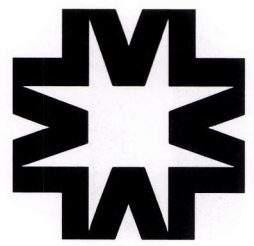


**Miracle Ear**
Hearing aids
1981 · Peter Seitz · US

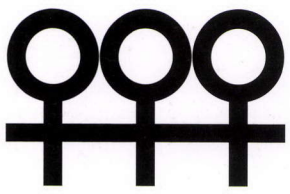


**Howarth & Smith Monotype**
Typesetting
1963 · Carl Brett/
Hiller Rinaldo Associates · CA

**Minnesota Zoo**
1978 · Peter Seitz · US

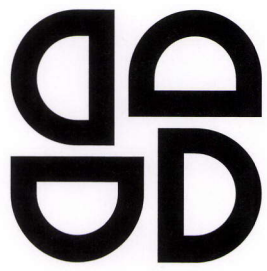


**Metropolitan Life Insurance**
1967 · Sandgren & Murtha · US

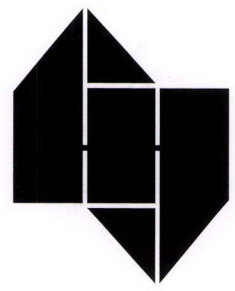


**Junior Women's
Association of Wheaton**
1968 · James Lienhart/RVI Corp. · US

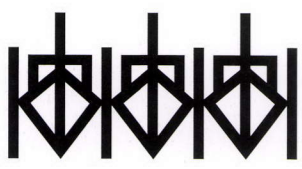
**Johnny Shapiro Menswear**
Clothing
1967 · Raymond Lee · CA



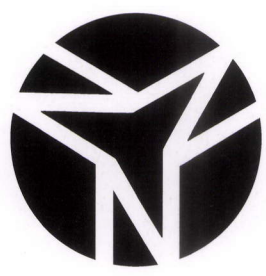
**Banco de Desenvolvimento do Paraná**
Industrial banking
1968 · JMM Publicidade · BR



**The Canadian Welfare Council**
Social welfare
1968 · Jacques E. Charette · CA

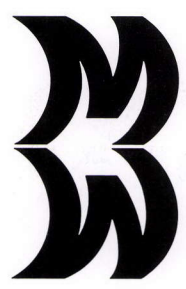


**Slippstodin**
Shipbuilding
1966 · Kristjan Kristjansson · IS

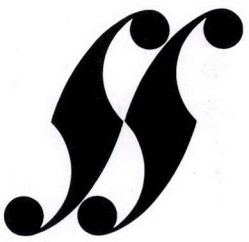


**Neckermann**
Mail-order (proposed design)
1960s · Luis Pals · DE

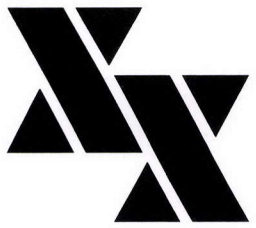
**Bense Bau**
Construction company
1970 · Werner Hartz · DE



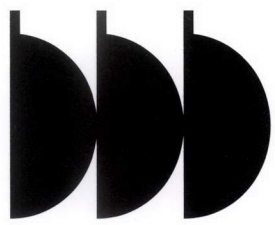
**Centro Stampa Minerva**
Printing
1968 · Remo Muratore · IT



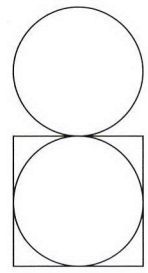
**Heller**
Radio advertising
1967 · Robert Pease · US



**The Twentieth Century Fund**
Research institute
1968 · Edward Deniega Jr. · US

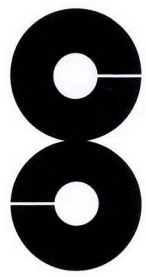


**Sodeho**
Hotel association
1967 · Gérard Guerre/Technés · FR

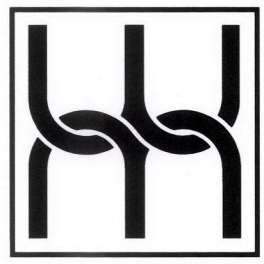


**Rothmans of Pall Mall Canada**
Cigarettes
1965 · James D. Taylor/
Rous & Mann Press · CA

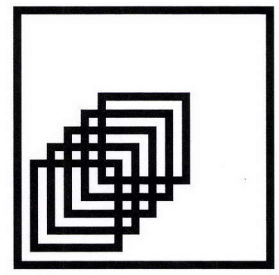
**Sbrissa**
Foods
1964 · Enzo Scarton/Alfa Studio · IT



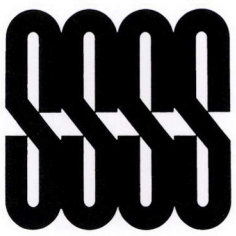
**Good Design Corner**
1960 · Takashi Kono · JP



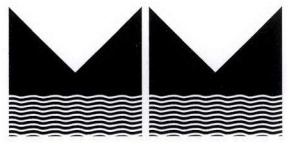
**Mab & Mya**
Textiles
1962 · Bertil Andersson-Bertilson · SE



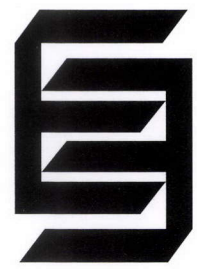
**Akitt & Swanson**
Architecture
1971 · Ernst Barenscher · CA



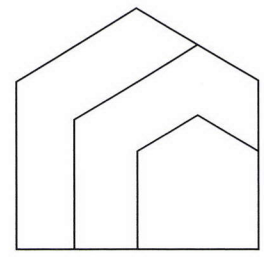
**Comitato per la Seta Italiana**
Silk marketing
1962 · Franco Grignani · IT



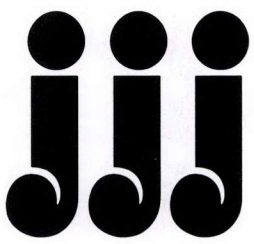
**Hotel Residencia Montemar**
1969 · José Santamarina/
Elias & Santamarina · ES



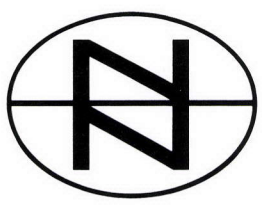
**Everoy**
Refrigerators
1961 · Marcello Minale,
Brian Tattersfield · UK



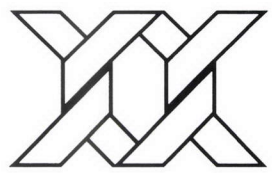
**Whitehall Development**
Construction company
1968 · Michael Van Elsen/
Hiller Rinaldo Associates · CA



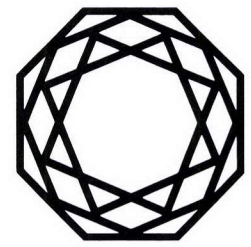
**Junket Dessert**
Foods
1960 · Appelbaum & Curtis · US



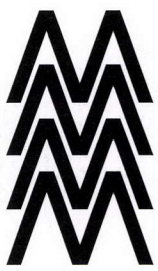
**Niigata-nippo**
Newspaper
1950s · Yusaku Kamekura · JP



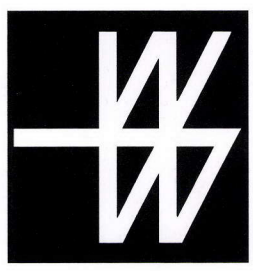
**Bolsa de Valores do Rio de Janeiro**
Stock exchange
1966 · Nelson Motta, Renato Landim · BR



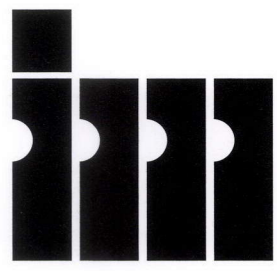
**Grace**
Jeweler
1982 · Koichi Nakai, Ichiro Nakai, Tetsuo
Hiro, Tetsuo Togasawa · JP



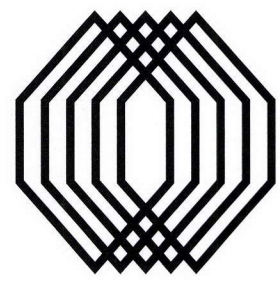
**Peter Murdoch**
Furniture
1960s · Lance Wyman · US



**WW**
Pharmacy
1960s · Herbert Auchli · CH

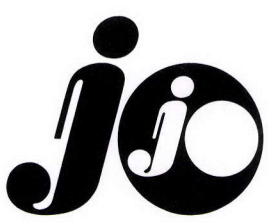


**Imprimerie Monnier**
Printing
1965 · Théodore Stamatakis/
Créations Stama · FR

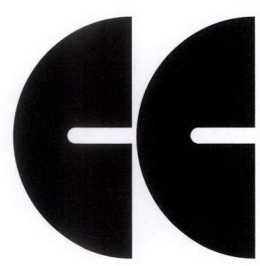


**Momicor**
Chemical research laboratories
1977 · Armando Milani,
Maurizio Milani · IT

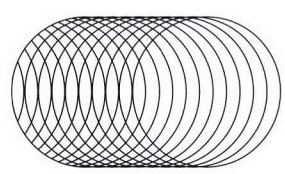
**Hennessy Industries**
Automobile accessories
1967 · Jerry Braude · US



**Collana Discografica**
Recording series
1950s · Cecco Re · IT



**Carlo Ciarli**
Advertising
1968 · Carlo Ciarli · IT

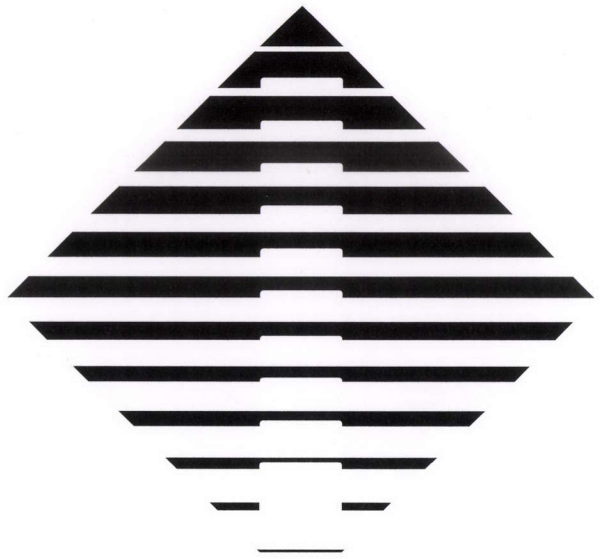


**Helipot**
Potentiometers
1947 · Lou Frimkess · US

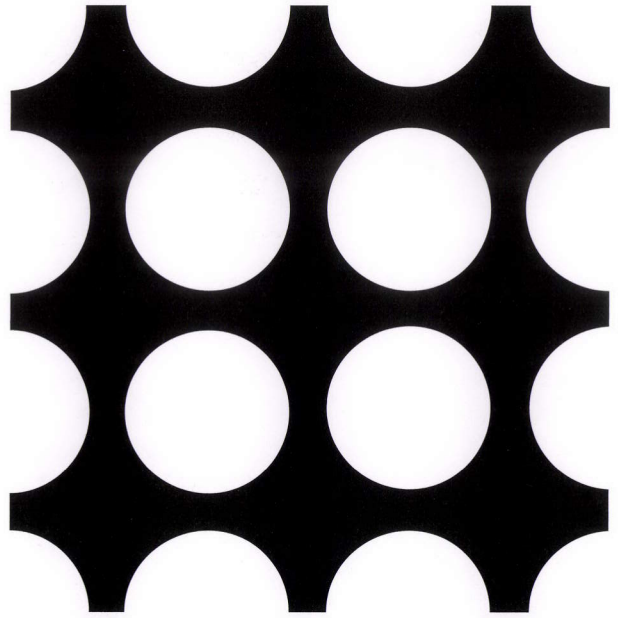
# Grid

# Raster

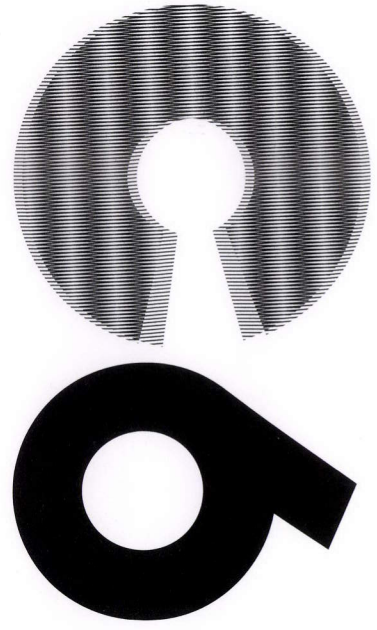
# Trame



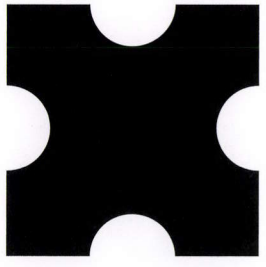
**Dai-ichi-shoji**
Chemical products
1968 · Hiroshi Ohchi · JP



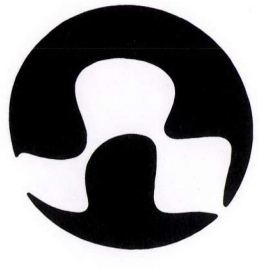
**Ratiobau**
Property development
1965 · Hanns Lohrer · DE



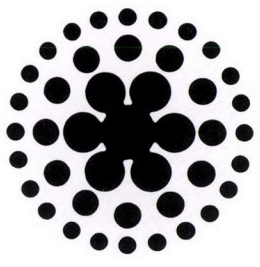
**Cinema Six**
Movie rentals
1968 · Bob Gill · US/UK



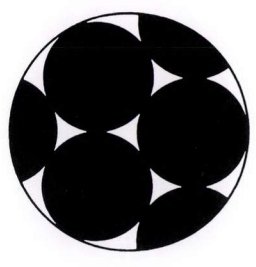
**Xellos Havana**
Stamps
1970 · Félix Beltrán · CU



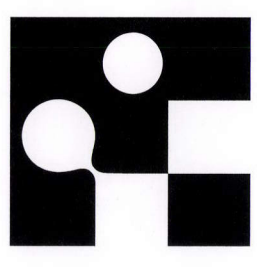
**Cromoherma**
Chemicals
1969 · Tomás Vellvé · ES



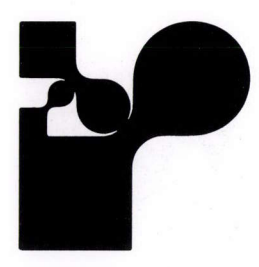
**Lemon Tree Productions**
Music productions
1968 · Clarence Lee · US



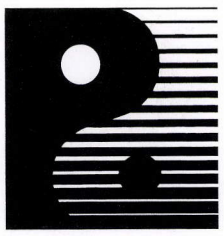
**Cantarelli**
Animal feed
1969 · Franco M. Ricci · DE



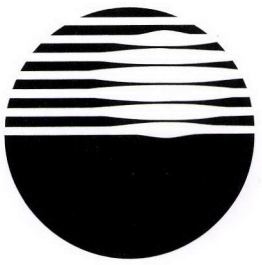
**Schwitter Klischees**
Prepress services
1962 · Karl Gerstner · CH



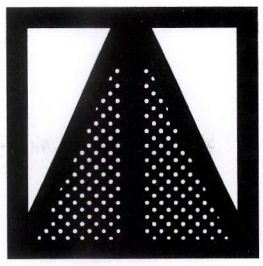
**Photolabor Klischeeanstalt**
Photographic laboratory
1960s · F.G. Boes · DE



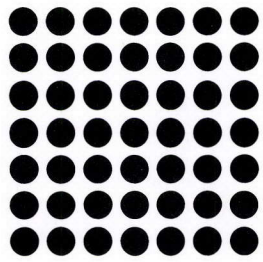
**Kodak Paris**
Photographic equipment
1970s · Bucher-Crémières · FR



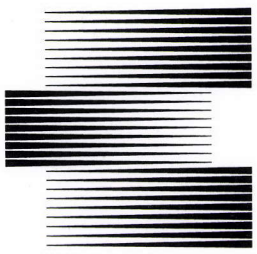
**Coloplast**
Healthcare products
1988 · Hans Due · DK



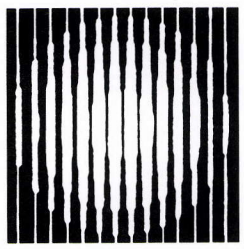
**Asunaro Academy**
Publishing
1983 · Yoshihiko Kurobe · JP



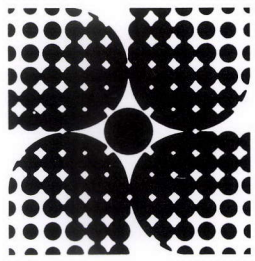
**Secretaria de Educação e Cultura do Estado da Guanabara**
Ministry of education and culture
1969 · Aristo Rabin · BR



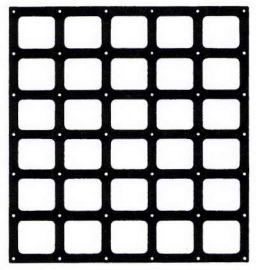
**Gütezeichen für Erzeugnisse der Deutschen Emailindustrie**
Enamel quality-mark
1986 · Bruno K. Wiese · DE



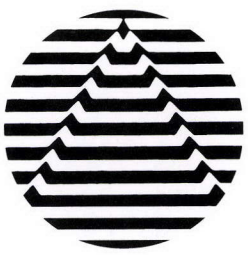
**Skan Camera G-M Laboratories**
1968 · Henry Robertz/
The Design Partnership · US



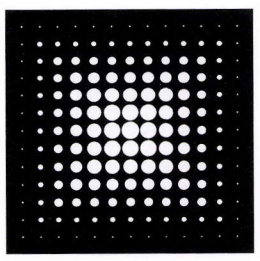
**Pflugshaupt**
Gardening
1963 · Atelier Stadelmann Bisig · CH



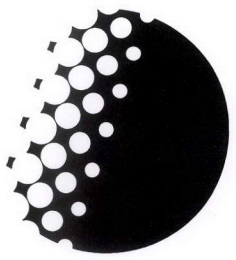
**El Farol**
Oil company magazine
1969 · Gerd Leufert · VE



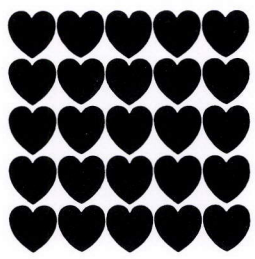
**Alpina Shoes**
Footwear
1969 · Tomaž Kržišnik · SI



**Reclamo-Standard**
Printing
1967 · Bruno Oldani · NO

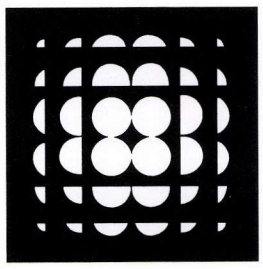


**Komisija za Zastitu Okoline pri RK SOH**
Environmental commission
1973 · Dalibor Martinis · YU

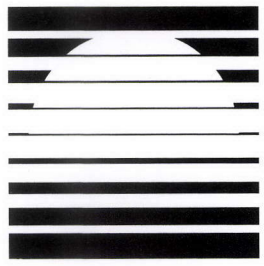


**Imbalplast**
Wrapping paper
1967 · Ilio Negri · IT

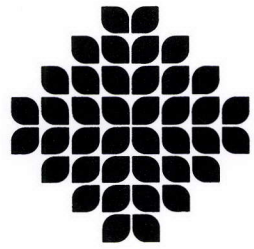
**Ciba Photochemie**
Photochemicals
1970s · Annemarie Staehlin,
Erwin Giger · CH



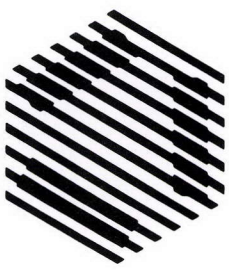
**Ljós & Orka**
Light installations
1968 · Thröstur Magnusson, Hilmar
Sigurdsson/Argus Advertising · IS



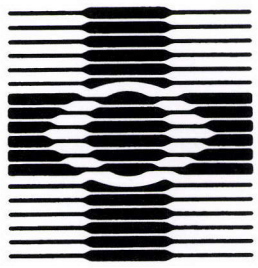
**Tundra Books**
Publishing
1968 · Rolf Harder/
Design Collaborative · CA



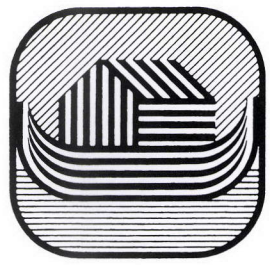
**Leidschenhage Shopping Center**
1968 · Benno Wissing/
Total Design · NL



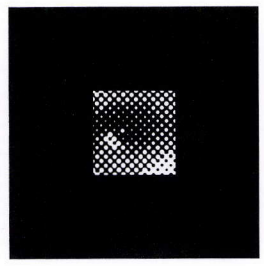
**Agroquímica Rafard**
Chemicals
1977 · PVDI · BR



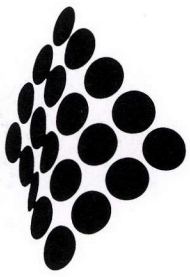
**Highland Baptist Hospital**
1981 · Tony Bead · US



**Terituono**
Raincoats
1965 · Theodoor Manson · IT

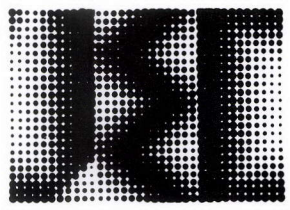


**Speakeasy Club**
Nightclub
1967 · Crosby, Fletcher, Forbes · UK



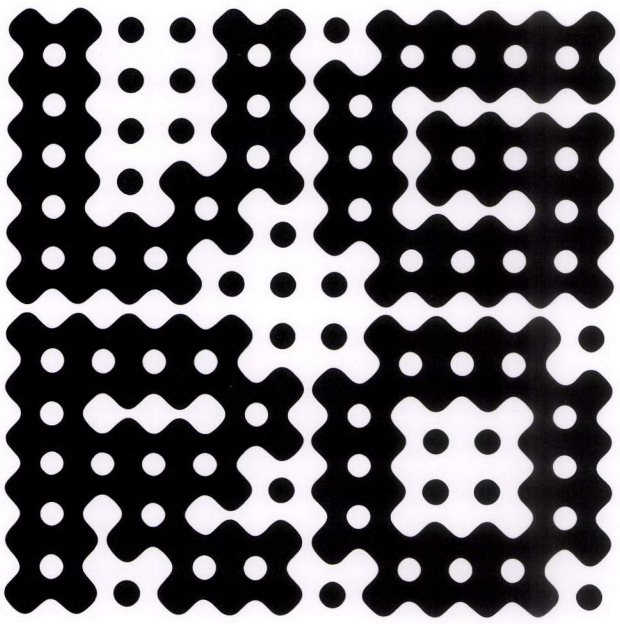
**Sato Design Room**
1978 · Shigeru Sato · JP

**Research Center for Personality Development**
Research institute
1970s · Dick Krueger · US

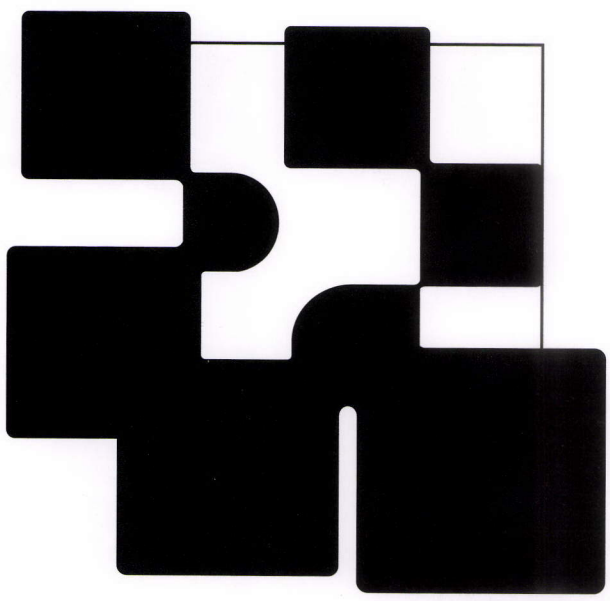


**Jerusalem Economic Conference**
1983 · Asher Kalderon · IL

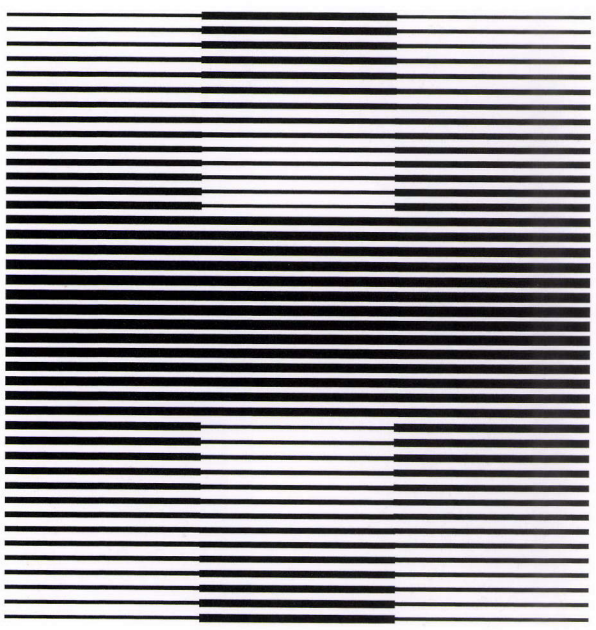
**Continental Bank Money Card**
Bank card
1970s · James Lienhart · US



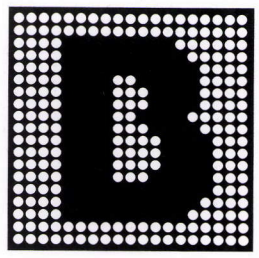
**Vereniging van Grafische Reproductie Ondernemingen**
Association for graphic reproduction
1958 · Gerard Wernars · NL



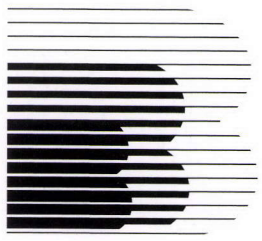
**Schwitter Klischees**
Prepress services
1959 · Karl Gerstner · CH



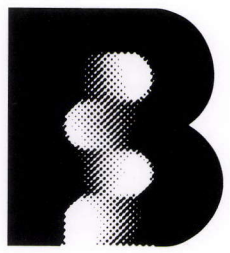
**Hauserman**
Movable walls
1970 · Paul M. Levy · US



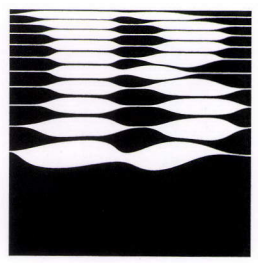
**Banque Nationale de Paris**
Bank
1974 · Rudi Meyer · FR



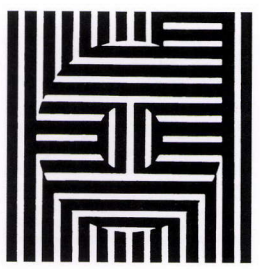
**Bather Belrose Boje**
Civil engineering
1981 · Tim Larsen · US



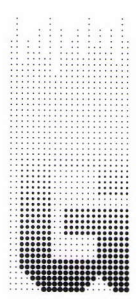
**Bennetts**
Printing
1970 · Jack Evans · US



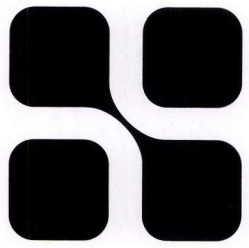
**Bodensee**
Nightclub
1974 · Othmar Motter · AT



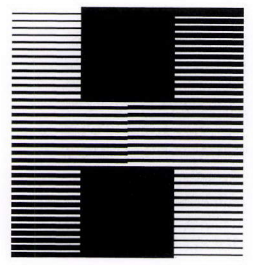
**Pitino Gim Mario**
Flooring
1968 · Armando Milani · IT



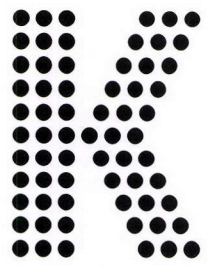
**Galería de Arte Nacional**
Art gallery
1977 · Álvaro Sotillo · VE



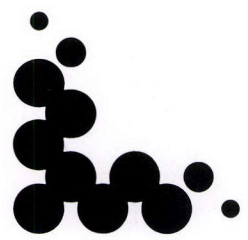
**Nikkei Printing**
1973 · Koichi Takahashi · JP



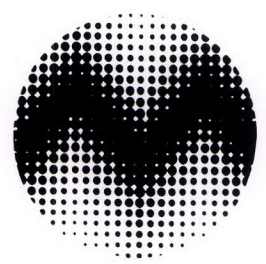
**Ebesa**
Perfumery
1977 · G. Edwards · MX



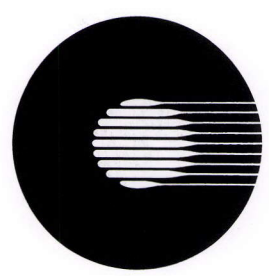
**The Krystal Company**
Fast-food chain
1975 · Chermayeff & Geismar · US



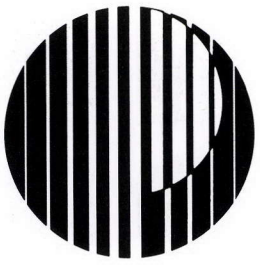
**Lucentum Baloncesto**
Sports association
1979 · Fernando Medina · ES



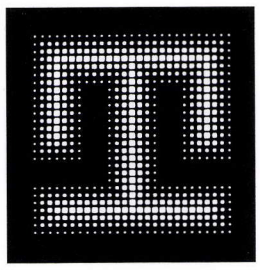
**Media Services, University of Utah**
1983 · Scott Engen · US



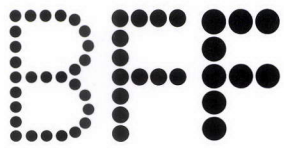
**The Court, San Francisco**
1978 · Michael Vanderbyl · US



**Optica Piñile**
1981 · José Santamarina/
Elias & Santamarina · ES

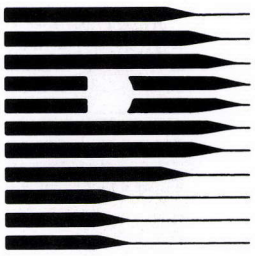


**Tecnolyte**
Lighting
1971 · Ettore Vitale · IT

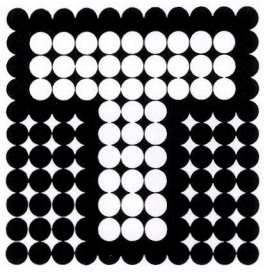


**Bund Freischaffender Foto-Designer**
Association of freelance photo designers
1986 · Rolf Müller · DE

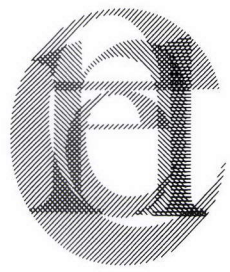
**Camera di Commercio I.A.A. di Milano**
Chamber of commerce
1972 · Mimmo Castellano · IT



**Protech Security Systems**
Home and office security
1983 · Silvio Gayton · US

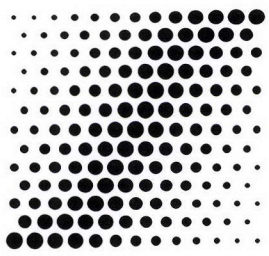


**Enrico Tronconi**
Lighting
1971 · Ilio Negri · IT

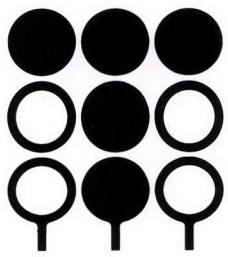


**ENEL**
Energy supplier
1967 · Ilio Negri · IT

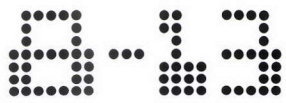
**Medium**
Furniture
1972 · Pérez Sánchez · ES



**Peter Seitz & Associates**
Design
1988 · Peter Seitz · US

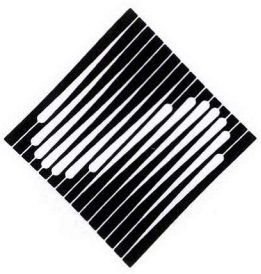


**Oakland Treecrop Company**
Orchards
1969 · Carl Seltzer · US

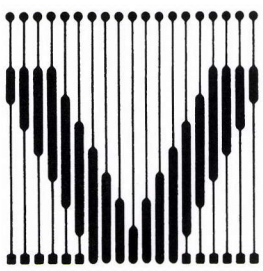


**Vallecchi Editore**
Children's books
1973 · Mimmo Castellano · IT

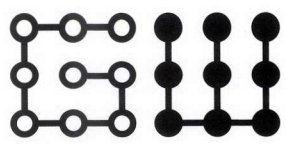
**Eyssa**
Electronics
1971 · Pérez Sánchez · ES



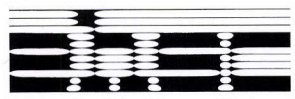
**Siggraph**
Computer graphics conference
1984 · Peter Seitz · US



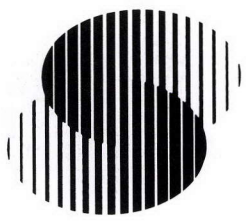
**La Vivienda**
Accounting
1977 · Gerd Leufert · VE



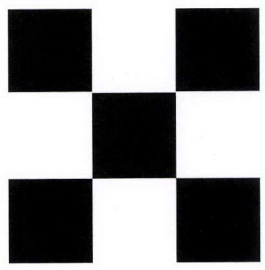
**Great Western Research Corporation**
Engineering
1965 · Vance Jonson · US



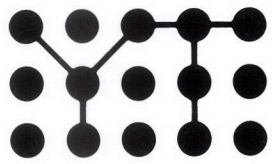
**European Home Study Council**
Distance learning
1969 · Carl Steinherr · NL/SE



**Struthers Electronics Corporation**
1976 · Arthur Eckstein · US

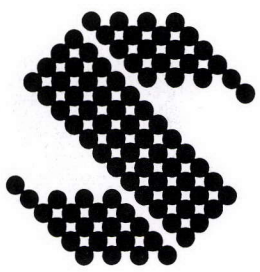


**Passpoint Auto Wash**
Car-wash
1969 · Heinz Waibl/
Unimark International · IT

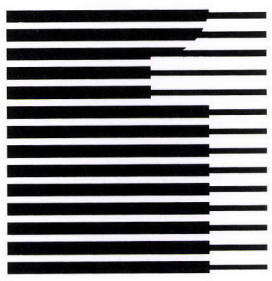


**Yoshihiro Tatsuki**
Photography
1965 · Makoto Wada · JP

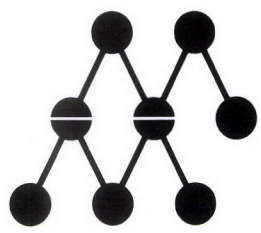
**Stoomvaart Maatschappij**
Transportation
1969 · Will van Sambeek
Design Associates · NL



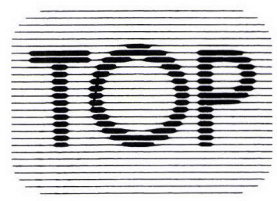
**Sigma Diffusion**
1969 · Florent Garnier · FR



**First Fidelity Bank**
1983 · Harry Murphy,
Kimberly Lentz · US



**Suzuki**
Clothing
1969 · Shigeo Fukuda · JP



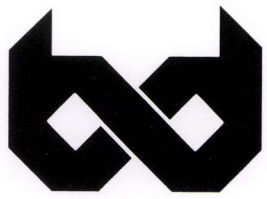

**Television Opinion Panel**
Television voting
1969 · John Gibbs/Unit Five Design · UK

# Réflexion

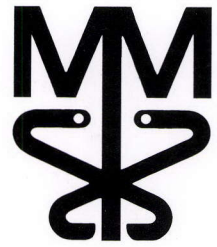
# Spiegelung

# Reflection

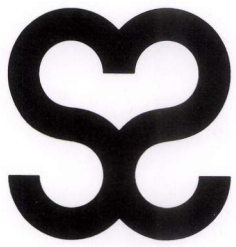
**Banco Andrade Arnaud**
Bank
1960 · DPZ · BR



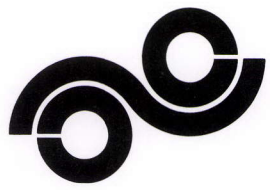
**Bank of Dallas**
1982 · Jack Evans · US



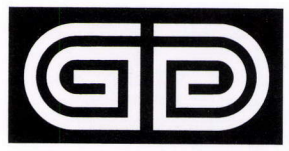
**McHenry Medical Group**
1965 · Bruce Beck · US



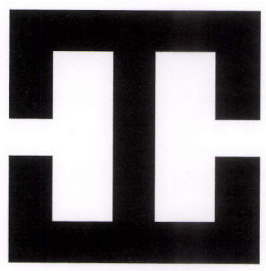
**Staff Selection & Services**
Management consultancy
1968 · Gilles Fiszman · BE



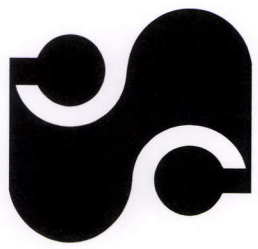
**Ondulex-Doublex**
Piston rings
1965 · Philippe Caza · FR



**General Graphis**
Printing
1964 · Sjoerd Bylsma · NL

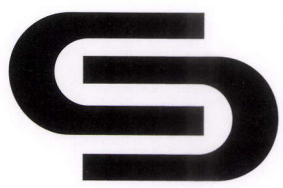


**Ets Ch. Pautry-Tetras**
Aluminum
1970 · Michel Gallay · FR



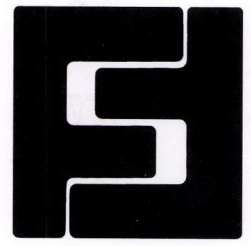
**Camargo Campos**
Construction company
1977 · João Carlos Cauduro,
Ludovico Antonio Martino · BR

**Fog & Mørup**
Furniture
1960s · Anonymous · DK



**Secura**
Insurance
1960s · Diggelmann & Mennel · CH

**GB**
Publishing
1950 · Raoul A. Brink · DE

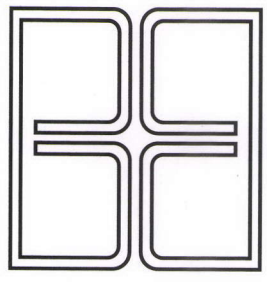


**Fredericia Stolefabrik**
Furniture
1960s · Anonymous · DK

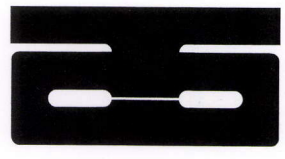
**Thymos Corporation**
1975 · Don Davis · US

**Nils Nessim**
Carpets
1958 · Olle Eksell · SE

**VEB Funkwerk**
Audio technology
1965 · Fritz Deutschendorf · DE-GDR

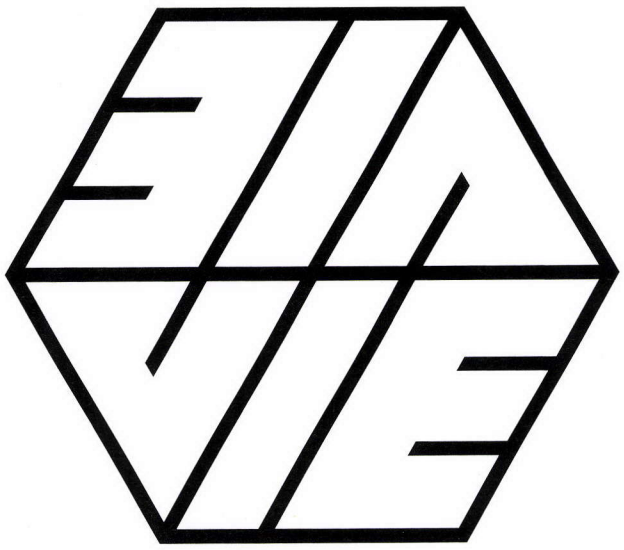


**Deutsche Bibelgesellschaft**
Publishing
1980 · Atelier Ade · DE

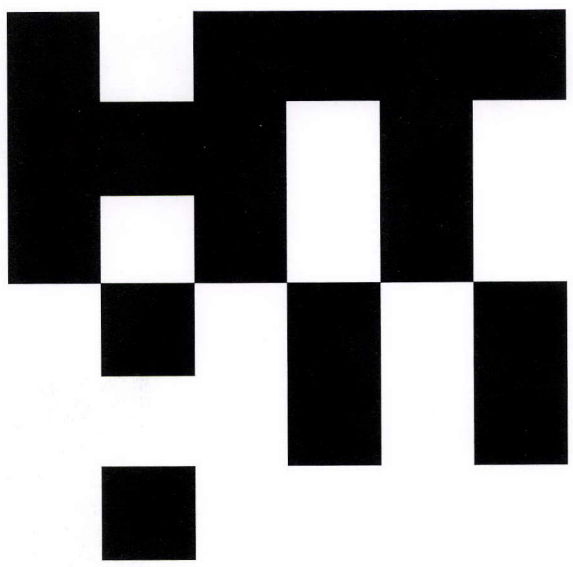


**Lima**
Foods
1963 · Antoon de Vijlder · BE

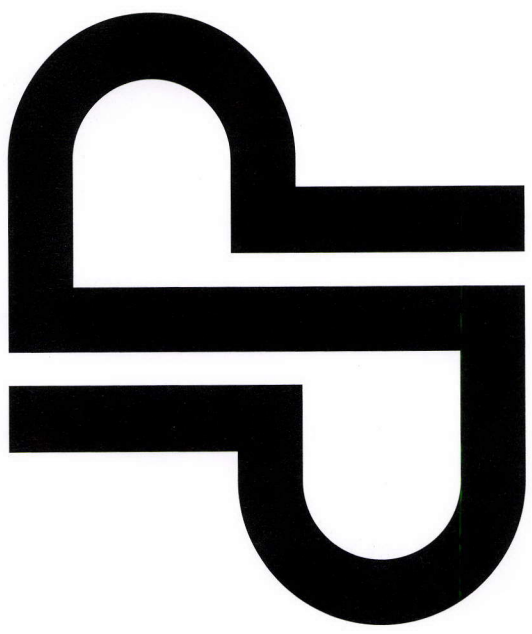
**Dominici Frères**
Cheese
1971 · Jacqueline Gachet/
Chourgnoz Publicité · FR



**Vermont Import & Export**
Sporting goods
1962 · Stephen Dunne/Unimark International · US

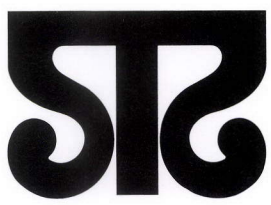


**Heinz Terhardt**
Photography
1965 · Anonymous · DE

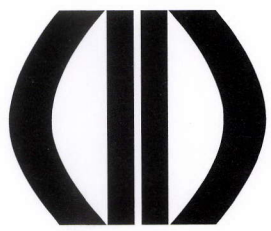


**Pavarini**
Furniture
1946 · Walter Ballmer · IT

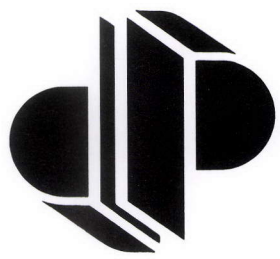
**Granula**
Plastics
1962 · Paul Bühlmann · CH



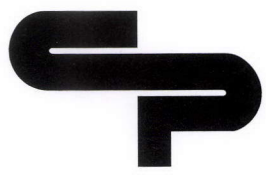
**Terme di Salsomaggiore**
Spa
1970 · Carlo Bruni · IT



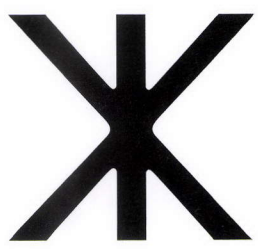
**Major Holdings & Development**
Property management
1969 · John S. Brown · CA



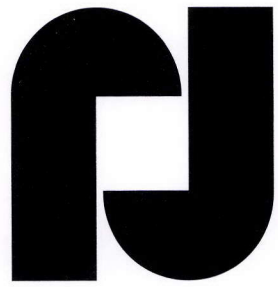
**Dascucci Pelletteria**
Leather products
1978 · Carlo Marchionni · IT



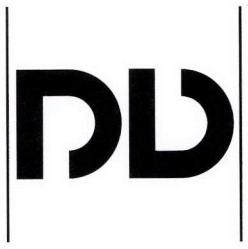
**Continental Plaza**
Office building
1972 · Ronald Cutro · US



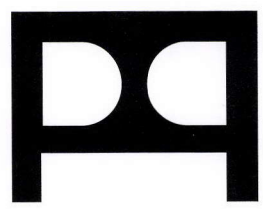
**Jeugdkerk**
Youth church
1960 · Wim Crouwel · NL



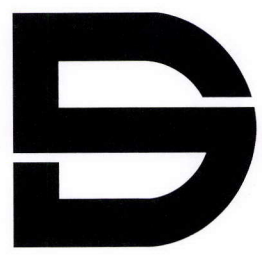
**Rose-Marie Joray**
Design
1960s · Rose-Marie Joray-Muchenberger · CH



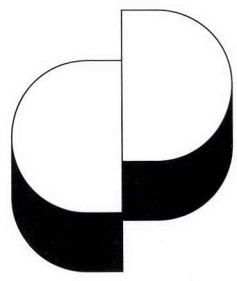
**Peter Bos**
Television production
1968 · Jan Jaring · NL



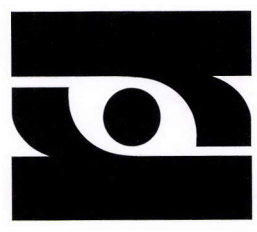
**Publi-pistas**
Advertising
1969 · Enric Huguet · ES



**Drukkerij Steven**
Printing
1966 · Antoon de Vijlder · BE



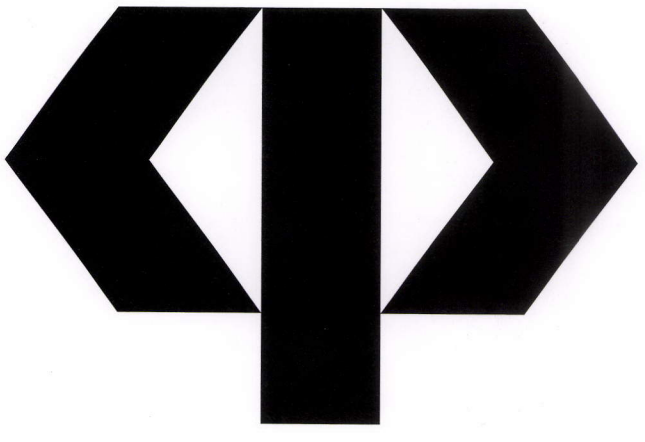
**Benoît de Pierpont**
Design
1969 · Benoît de Pierpont · BE



**Ryno Scientific**
Contact lenses
1968 · Beau Gardner · US

**New Man**
Clothing
1968 · Raymond Loewy/CEI · FR

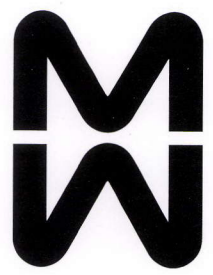
**Mobil Wall**
Furniture
1964 · Heinz Waibl · IT



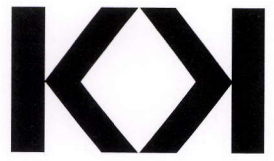
**British Celanese**
Acetates and chemicals
1969 · Raymond E. Meylan/Artes Graphicae · UK

**Union of Municipal and Government Employees**
1968 · Thröstur Magnusson, Hilmar Sigurdsson/Argus Advertising · IS

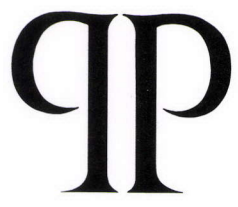
**Economic and Investment Bank**
1950s · Fridolin Müller · CH



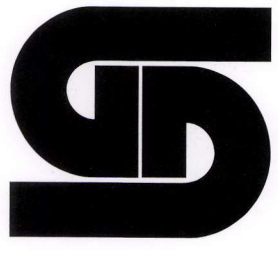
**Metropolitana Milanese**
Public transport
1963 · Bob Noorda/ Unimark International · IT



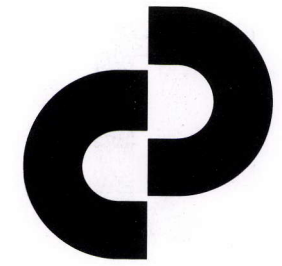
**Kasparian**
Furniture
1955 · Allen Porter/ Porter & Goodman Design · US



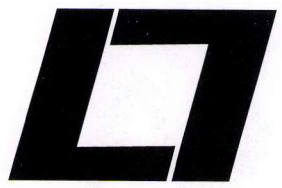
**Petri-Presse/Buchdruckerei Benno Schwabe & Co.**
Printing
1940s · Imre Reiner · CH



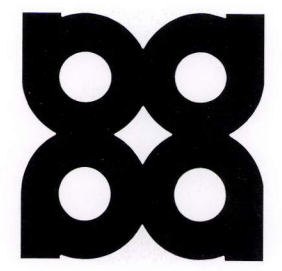
**G. Spinelli & Co.**
Printing
1964 · Leone Sbrana · IT



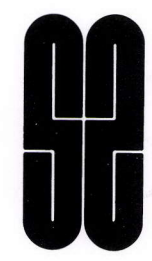
**Cultural Presentations**
1968 · Arnold Saks · US



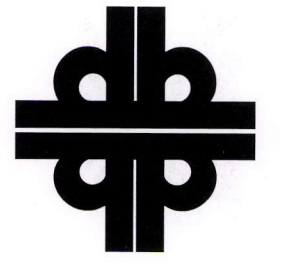
**Lease Plan Nederland**
Automobile hire
1967 · Ralph Prins · NL



**Browning, Day, Pollk Associates**
Architecture
1975 · Robert L. Willis, Vicky Ko · US

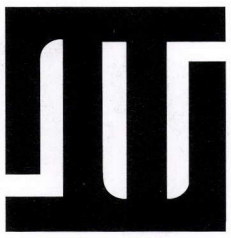


**Librairie des Sciences**
Bookstore
1968 · Michel Waxman · BE

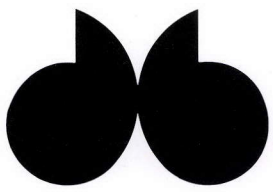


**Road Safety**
Department of transport
1969 · Clarence Lee · US

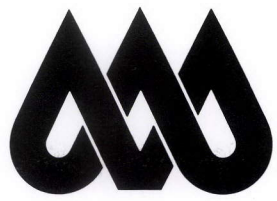
**Fon Graphics**
Design
1977 · Burhan Tastan · TR



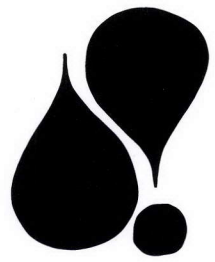
**TT Group**
Textiles
1960s · Anonymous · DK



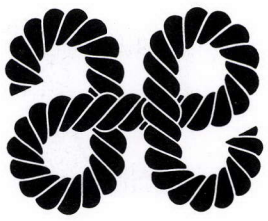
**Decoradora Marina Blanco**
Interior design
1969 · José Santamarina/
Elias & Santamarina · ES



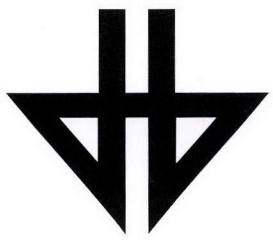
**Manuel Albo**
City tours
1979 · Yutaka Sato · JP



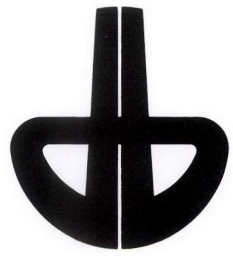
**Total Oil**
Fuel oil
1963 · Ilio Negri, Giulio Confalonieri · IT



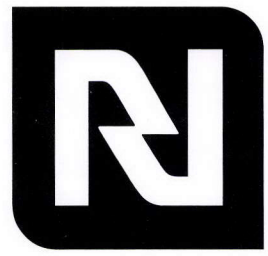
**Seilerei Haas**
Ropes
1960s · Ernst Roch · CA



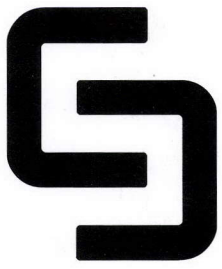
**De Baak**
Management institute
1970 · Helmut Salden · NL



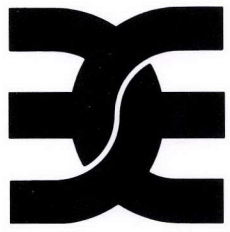
**Drogerie Büchi**
Pharmacy
1970s · Hansruedi Scheller · CH



**Robin Nordwell**
Metal industry
1965 · E. J. Morrison, Arthur Irizawa/
Stewart & Morrison · CA

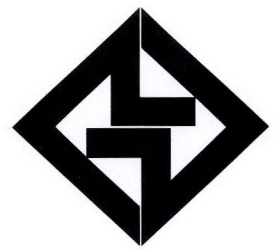


**Cambridge Computer Services**
1960s · Herbert Spencer · UK

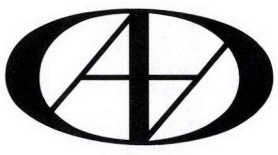


**European Community, Brussels**
1973 · Dieter Urban · DE

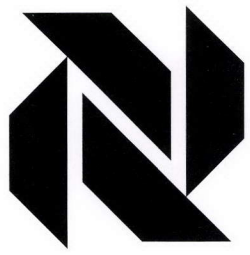
**Adria Bank**
1980 · Peter Skalar · YU



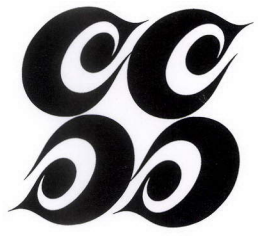
**Lauber AG**
Transportation
1958 · Müller+Eichenberger · CH



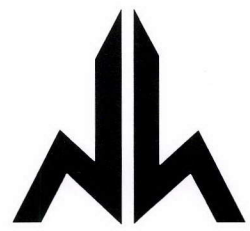
**Art Directors & Designers
Association of New Orleans**
1960s · Donald C. Smith · US



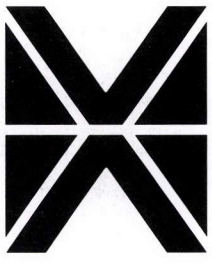
**Transnitro**
Transportation
1972 · Arnold Saks, Karl Hartig · US



**Centro de Cultura Mediterránea**
Cultural center
1973 · Tomás Vellvé · ES

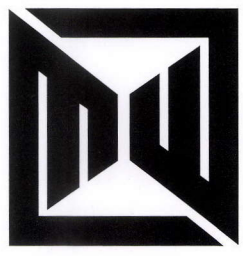


**Narai Hotel**
1960s · Kim Pai · TH



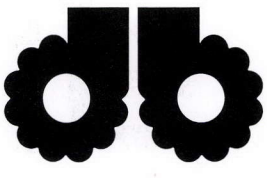
**Van Manen & Co.**
Printing
1969 · A. G. Schillemans · NL

**Programming db**
Broadcasting
1968 · Tom Woodward · US

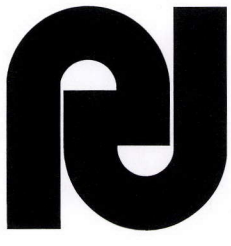


**Möbelkombinat Wi-We-Na**
Furniture
1965 · Bernhard Wille · DE-GDR

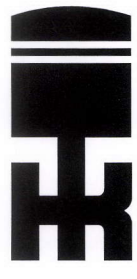
**Nago**
Nutritional products
1940s · Albert Rüegg · CH



**db Drogerie Bazaar**
Pharmacy
1970s · Anonymous · NL



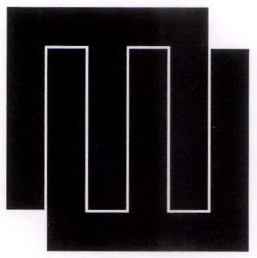
**R. Jenni**
Music production
1950s · Marcel Wyss · CH



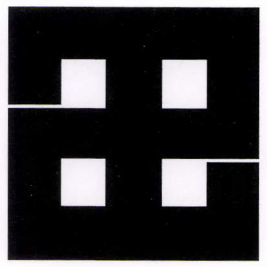
**Kompressionswerk Benneckstein**
Automobile parts
1965 · Bernhard Wille · DE-GDR

**Bühler Buchdruck**
Printing
1940s · Albert Rüegg · CH

**Movomatic**
Electronics
1940s · Hans Kasser · CH

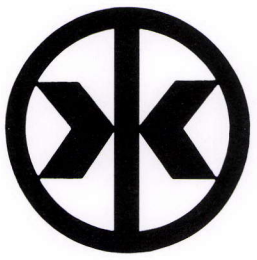


**Michael Marin**
Architecture
1971 · Jean-Marie Chourgnoz/
Chourgnoz Publicité · FR

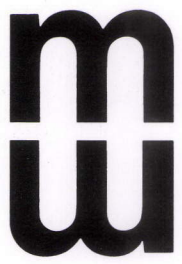


**Alfons Eder**
Design
1958 · Alfons Eder · FI

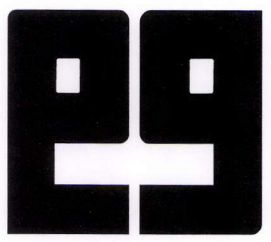
**Centro Cultural Tercer Mundo**
Cultural center
1969 · Emiro Lobo · VE



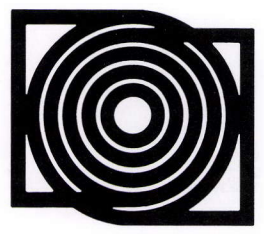
**Klünder-Keramik**
Ceramics
1965 · Georg Hülsse · DE-GDR



**Metal 2 Indústria Metalurgica**
Metal foundry
1963 · João Carlos Cauduro · BR



**Editions Edigraf**
Publishing
1966 · Maurice Leclercq · BE



**Cafetin**
Cafeteria
1967 · Gerd Leufert · VE

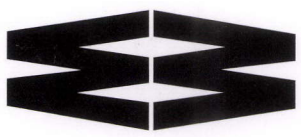
**Studelec**
Electrical engineers
1967 · Gérard Guerre/Technés · FR

**Popea**
Cosmetics
1945 · Rudolf Bircher · CH

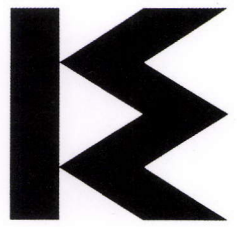
**Otto Rohrbach Autospenglerei**
Automobile bodyshop
1960s · Marcel Wyss · CH

**Nepentha**
Nightclub
1969 · Giulio Confalonieri · IT

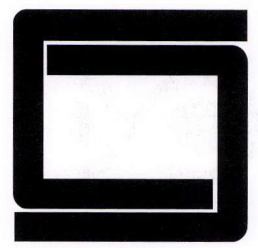
**City Engraving**
Printing
1968 · Eurographics · UK



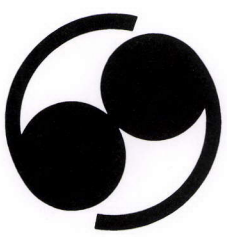
**Wächter Industrie- und Wirtschaftswerbung**
Advertising
1965 · Anonymous · DE



**Kilkenny Design Workshops**
Design center
1963 · Louis le Brocquy · UK

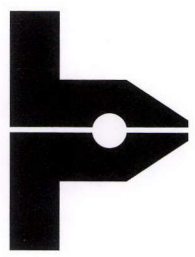


**Syn-Bouw**
Construction company
1962 · Bear Cornet · NL

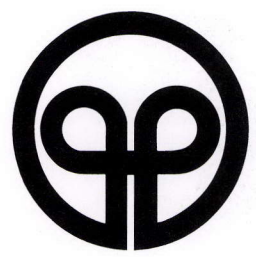


**6th International Congress of the Society of Industrial Designers**
1968 · Roger O. Denning · UK

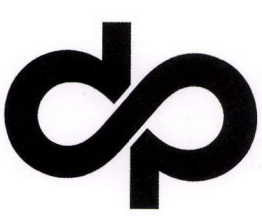
**C. Danel**
Furniture
1960s · Anonymous · SE



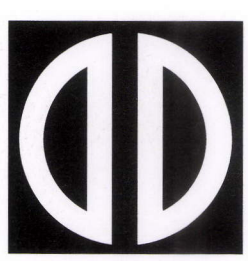
**Laroche Pelletier Graphistes, Montreal**
Design
1968 · Yvon Laroche,
Pierre-Yves Pelletier · CA



**Editorial Primera Plana**
Publishing
1967 · Ricardo Blanco · AR

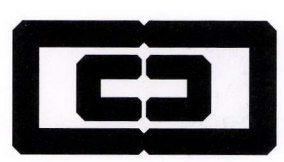


**Diversified Products**
Wholesale
1964 · Frank R. Cheatham · US

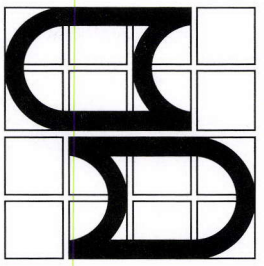


**Schraubenfabrik**
Screws
1950s · Paul Jacopin · CH

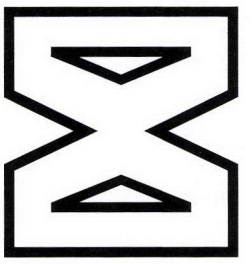
**H. Würgler & Sohn**
Sporting goods
1940s · Walter Herdeg · CH



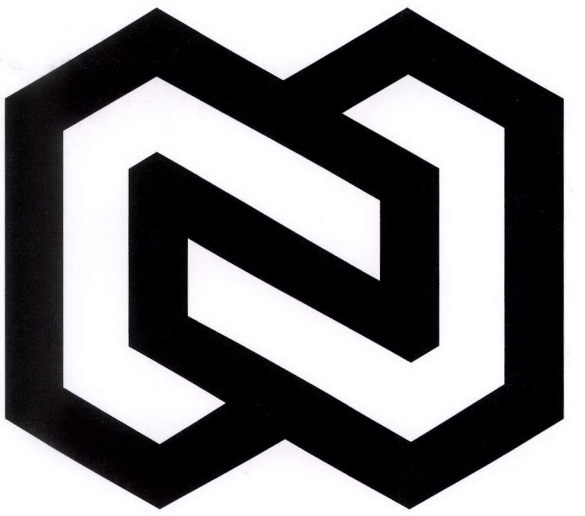
**Löw & Manz Loma Bausysteme**
Architecture
1966 · Igildo Biesele · CH



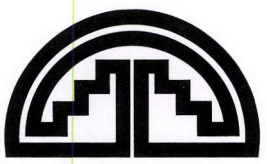
**Enciclopedia della Stampa**
Encyclopedia of printing
1968 · Giovanni Brunazzi · IT



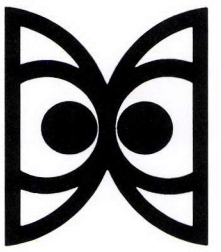
**Partner Werbeagentur**
Advertising
1965 · Anonymous · DE



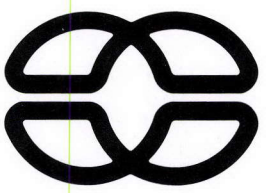
**Norpapp Industri**
Packaging
1970 · Paul Brand · NO



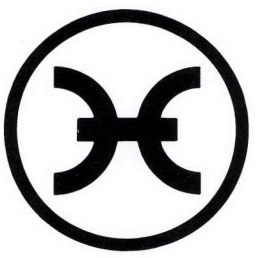
**Acuerdo de Cartagena**
Trade agreement
1970 · Claude Dietrich · PE



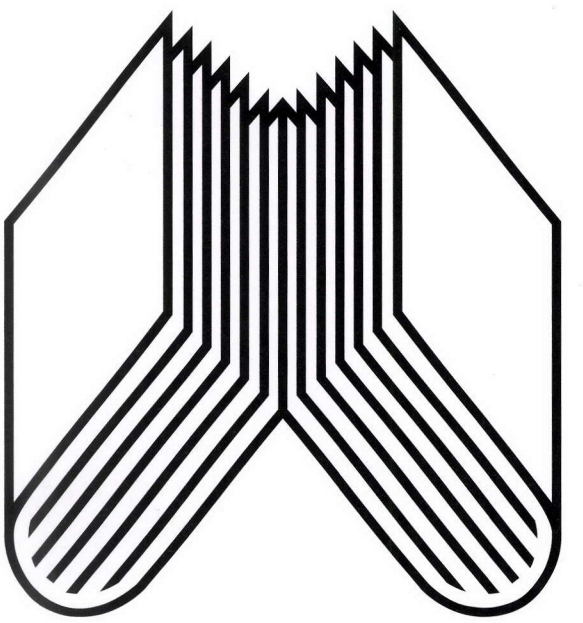
**Dansilar**
Stockings
1955 · Hanns Lohrer · DE



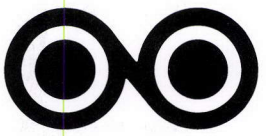
**Lamper**
Furniture
1970 · Francesc Guitart · ES



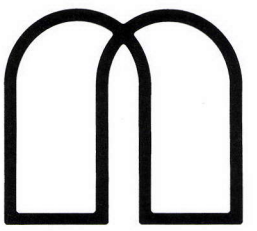
**Normdrehteile**
Metallic goods
1965 · Walter Höhne · DE-GDR



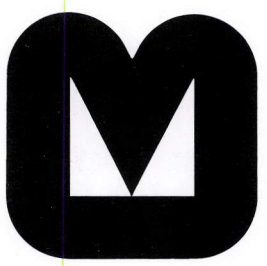
**Biblioteca Nacional**
National library
1971 · Gerd Leufert · VE



**Nakamura**
Patent office
1973 · Koichi Watanabe · JP

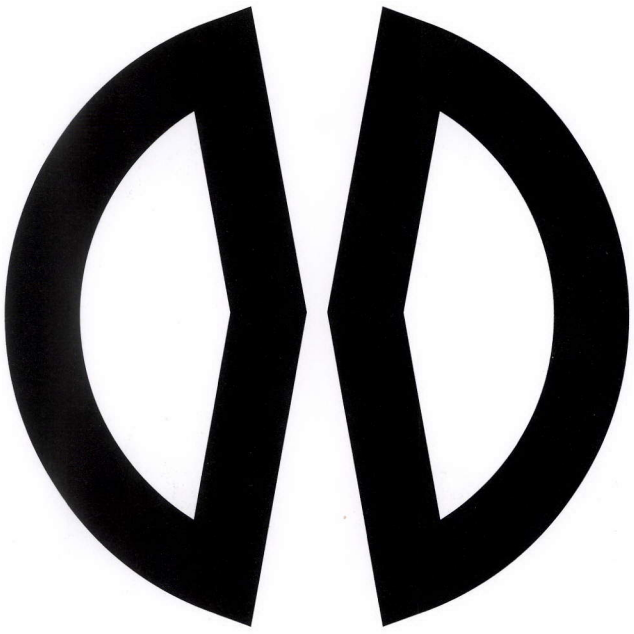


**Mamekawa Jidosha**
Automobile dealer
1979 · Osamu Ogawa, Hajime Fuji · JP



**Matsubara Shirts**
Clothing
1975 · Akisato Ueda · JP

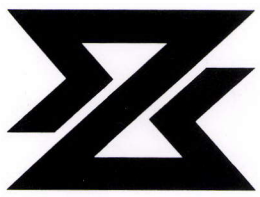
**Bemberg**
Silk quality-mark
1952 · M. Schneider/Studio Boggeri · IT



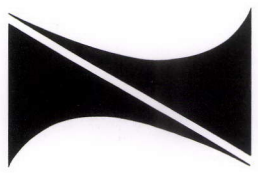
**Savage Sloan**
Design
1961 · Savage Sloan · CA

**Papierfabrik Seetal**
Paper
1960s · Hans Weber · CH

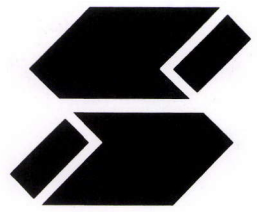
**Camer**
Plastics
1971 · Francisco Marco Vilar/
Grupo de Diseño · ES



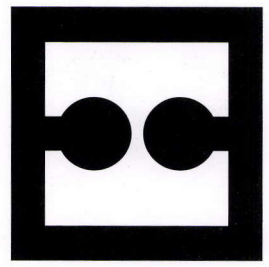
**Hotel Zürich**
1960s · Eugen & Max Lenz · CH



**Niepce**
Exhibition
1950s · Jacques Nathan-Garamond · FR



**Ladrillera Santafe**
Building materials
1978 · Gustavo Gómez-Casallas, Rodrigo Fernández · CO

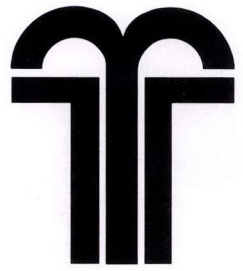


**Harvard Studies in Technology and Society**
Publishing
1968 · David Ford · US

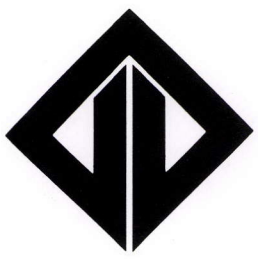
**Vector**
Aerospace systems
1962 · Matthew Leibowitz · US

**Hypko & Klausch**
Clothing
1965 · Jürgen Förster · DE-GDR

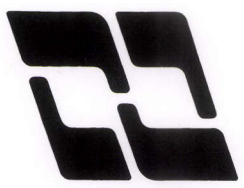
**Skandia Shop**
Sporting goods
1970 · Knut Yran · NO



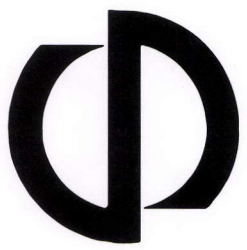
**Turmhotel, Bad Zurzach**
Hotel
1960s · Ernst Keller · CH



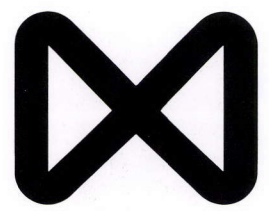
**Globex Design**
Exhibition
1970 · Yvon Laroche, Pierre-Yves Pelletier · CA



**D.C. Heath**
Publishing
1970 · Herman & Lees Associates · US

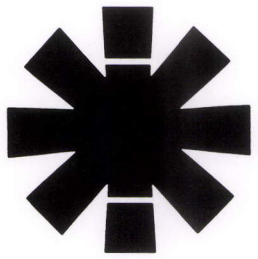


**Pharos-Verlag Hansrudolf Schwabe**
Publishing
1961 · Peter Megert · CH

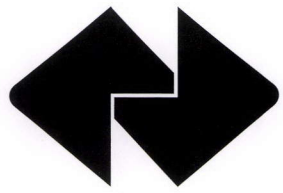


**Draper Dobie & Co.**
Stock trading
1969 · Manfred Gotthans/ Chris Yaneff · CA

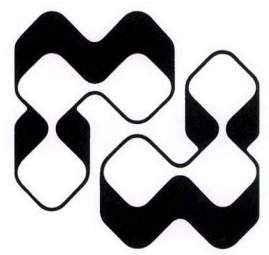
**Parkhotel am See**
Hotel
1960s · Erich Hänzi · CH



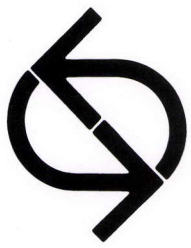
**Banco do Estado de Minas Gerais**
Bank
1968 · Pinto Ziraldo · BR



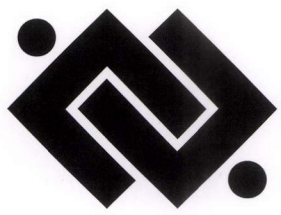
**National Grain**
Agriculture
1966 · William Mayrs · CA



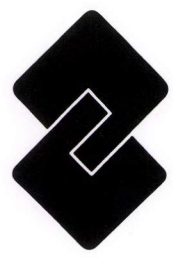
**Berenschot, Bosboom**
Management consultancy
1969 · Jaap Frank · NL



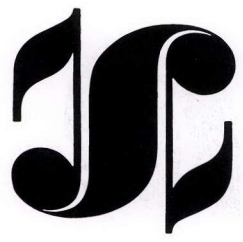
**Short Line**
Transportation
1960s · Malcolm Grear · US



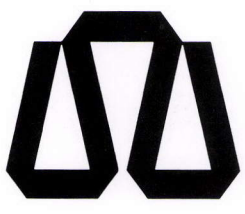
**Serem**
Care for the disabled
1970s · Julián Santamaría · ES



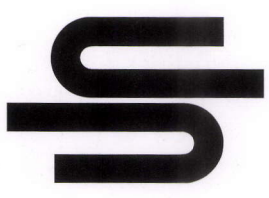
**Olida Caby**
Foods
1969 · Lonsdale Design · FR



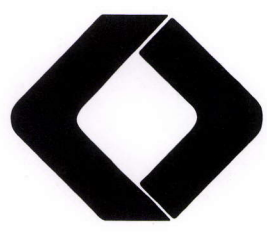
**Schwind Radiohandel**
Radios
1940s · Walter Herdeg · CH



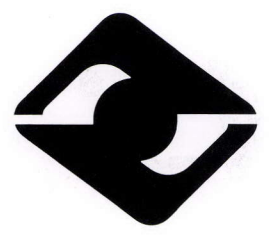
**Sutro and Co.**
Stockbrokers
1970 · G. Dean Smith · US



**Stierli & Kobelt**
Metal goods
1960s · Peter Schaufelberger · CH

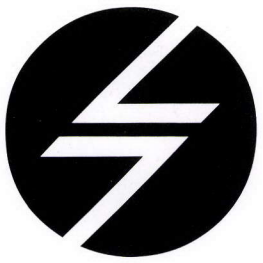


**Euroviet**
Cultural center
1960s · Oanh Pham Phu · DE

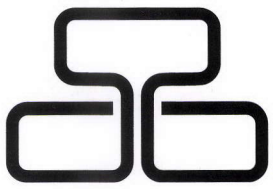


**Institutet för Färgfoto**
Photography
1969 · Bertil Andersson-Bertilson · SE

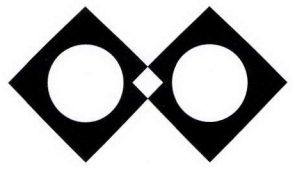
**Werbegesellschaft**
Advertising
1961 · Helmut Keppler · DE



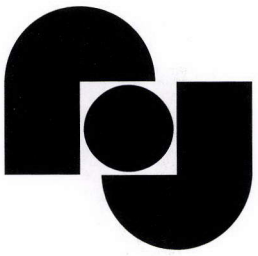
**Light**
Electricity services
1966 · PVDI · BR



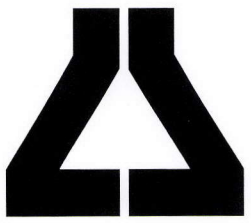
**Irish Flock**
Cables
1968 · George Daulby/
BDMW Associates · UK



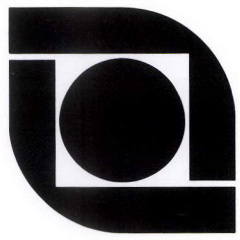
**El Nuevo Grupo**
Theater
1967 · John Lange · VE



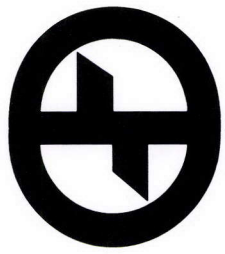
**Freies Gymnasium Zürich**
School
1972 · Hansruedi Scheller · CH



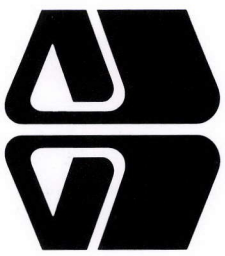
**Agol-Chemie**
Chemicals
1960 · Werner Mühlemann · CH



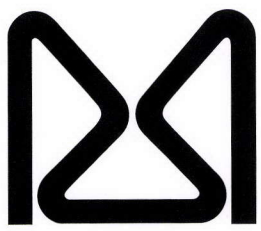
**Professional Photographers of America**
Photographers association
1965 · James Lienhart/RVI Corp. · US



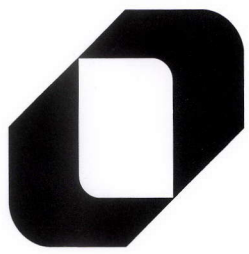
**Norte Sur**
Travel agency
1960s · Gerd Leufert · VE



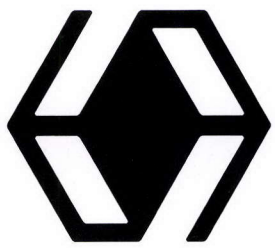
**Corporate Concept**
Architecture
1968 · Louis Stuart · NL



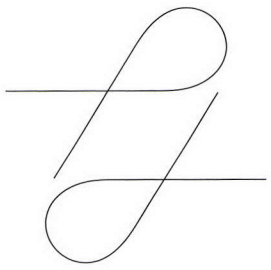
**Magis Farmaceutici**
Pharmaceuticals
1974 · Armando Milani,
Maurizio Milani · IT



**Nihon Shurui Hanbai**
Foods and beverages
1979 · Shigeo Katsuoka · JP

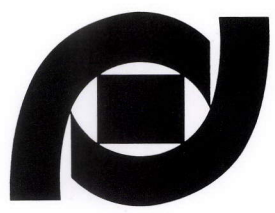


**Measuring Instruments**
1970s · Toru Otsuka · JP

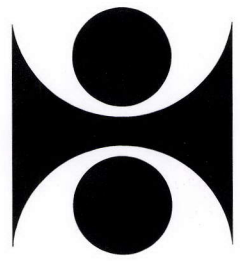


**Nadaman**
Restaurant
1960 · Takeshi Otaka · JP

**Il Parnaso**
Publishing
1964 · Hazy Osterwalder/
Studio Boggeri · IT

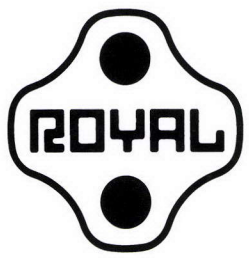


**Itran**
Medical visual training systems
1970 · Jay Hanson · US

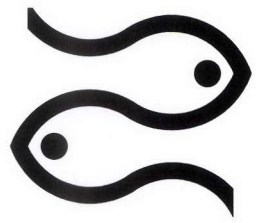


**Deutscher Heilverband**
Medical association
1960s · Otto Rieger · DE

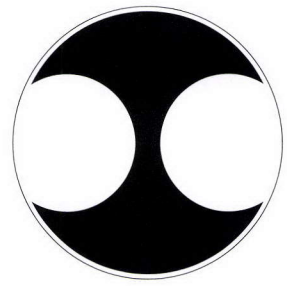
**R.J. Associates**
Architectural services
1970 · Frederick A. Usher/
Usher & Follis Design · US



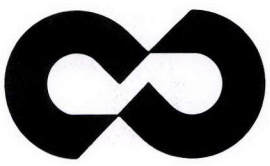

**Ando Sekimen Kogyo**
Beer
1969 · Takeshi Otaka · JP



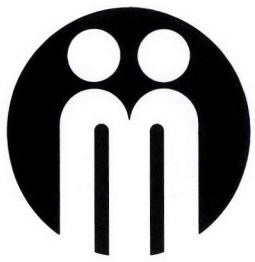
**Hi-Tide**
Fish products
1967 · Nicholas Jenkins · UK



**Kalos**
Watchmaker
1969 · Franco M. Ricci · IT



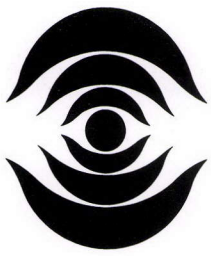
**Corporación Consultors**
Engineering
1983 · Allan W. Miller · US



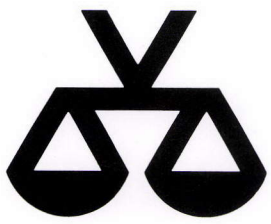
**Nonaka Shokudo**
Restaurant
1974 · Shuji Torigoe · JP

**Lapponia**
Jeweler
1968 · Eka Lainio/
Markkinointi Viherjuuri · FI

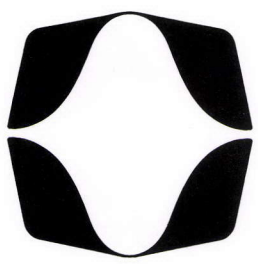
**Rest-Glow**
Lighting
1965 · Ernst Roch/
Design Collaborative · CA



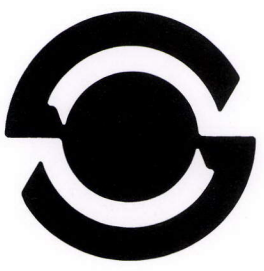
**Turner Color Works**
Paint
1960s · Tetsuo Katayama · JP



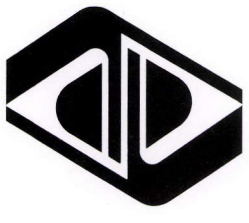
**Association of Food Retailers**
1960s · Hans Hartmann · CH



**Coronado Shopping Center**
1970s · Gollin, Bright & Zolotow · US

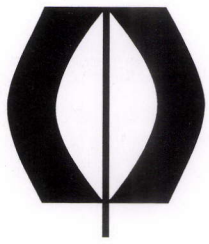


**Saupe-Präzisions Drehmaschinen**
Precision lathes
1965 · Joachim Gessner · DE-GDR

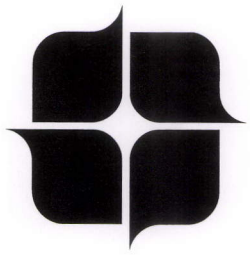


**Instituto de Diseño de Caracas**
Design school
1970 · Manuel Espinoza · VE

**Giselle Subero**
Art gallery
1964 · Nedo Mion Ferrario · VE

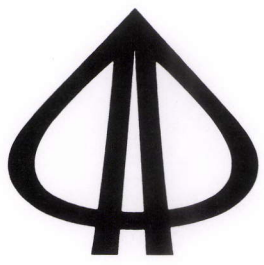


**Churchman's**
Tobacco
1960s · John Harris/
Allied Industrial Designers · UK

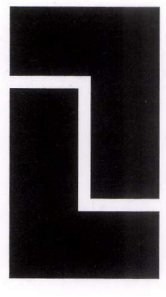


**International Janitor**
Heating systems
1968 · Ulrich Haupt/
Allied International Designers · UK

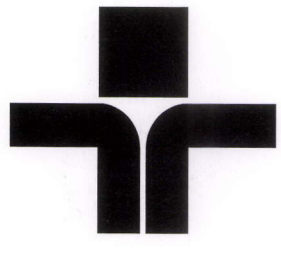
**Torii & Co.**
Pharmaceuticals
1963 · Yoshio Hayashi · JP



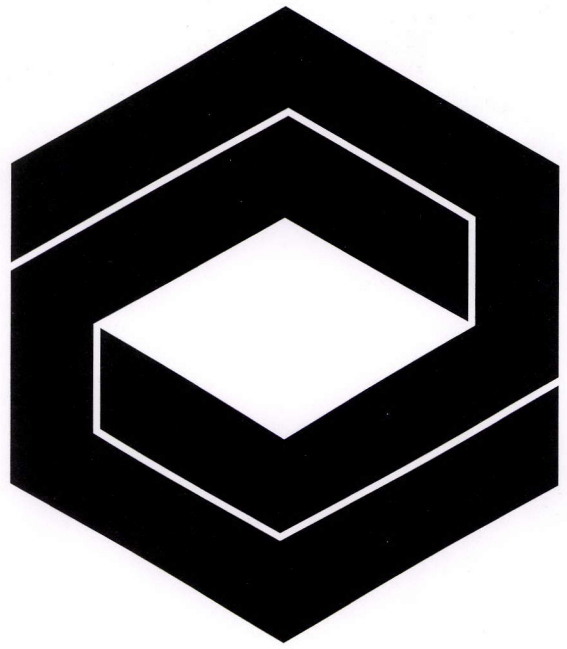
**Anthroposan Heilmittel**
Pharmaceuticals
1965 · Jürgen Förster · DE-GDR



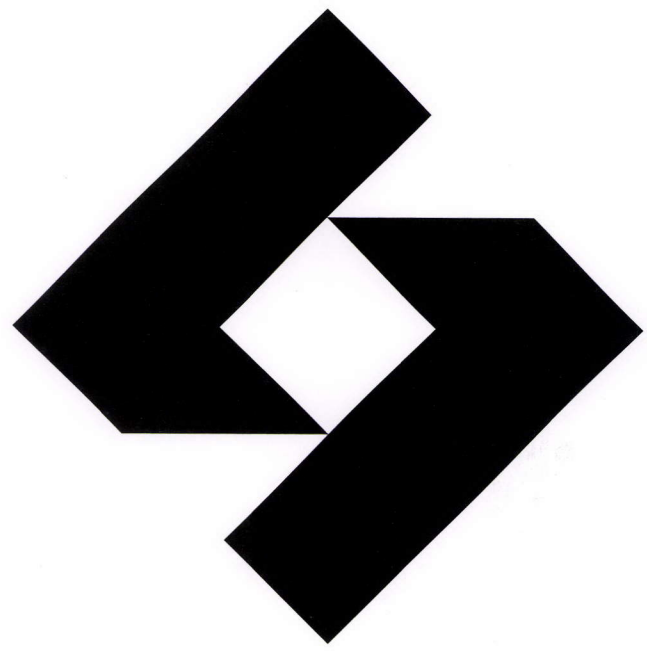
**Laidlaw Lumber**
Timber
1963 · Rudy Eswarin/
Stewart & Morrison · CA



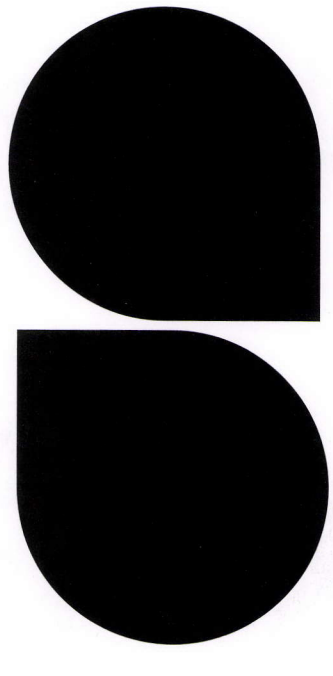
**TV 2 Cultura**
Broadcasting
1968 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



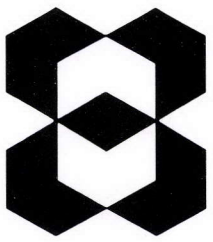
**Vantage Home Builders**
Construction company
1978 · John R. Rieben · US



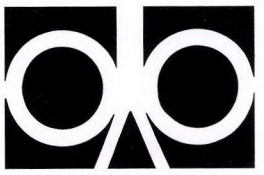
**J. Mosterd**
Air cleaning machines
1971 · Jan Jaring · NL



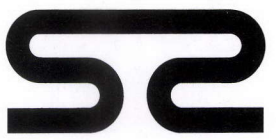
**Sanibel Monoprix**
Sanitary products
1966 · Jean Delaunay/Havas Conseil · FR



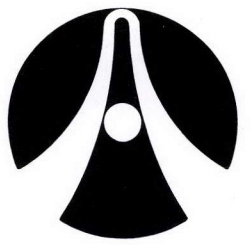
**Noble Lowndes International**
Insurance
1968 · David Caplan · UK



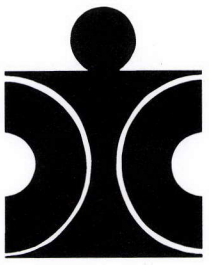
**Baumwollspinnerei Leinefelde**
Weaving
1965 · Dietrich Bauer · DE-GDR



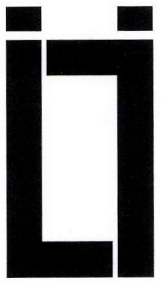
**British Transport Docks Board**
1964 · Ben John, Ed Stone/
Unit Five Design · UK



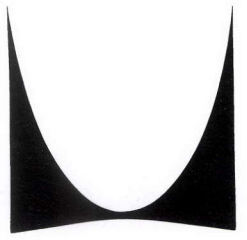
**Aoki Printing**
1979 · Yoshikatsu Tami · JP



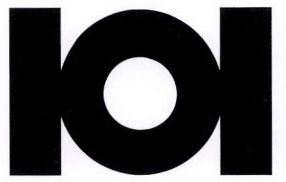
**Calcestruzzi Centro Italia**
Construction materials
1970 · Francesco Burcini/Studio A · IT



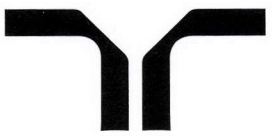
**Löser-Bauunternehmung**
Construction company
1965 · Anne Askenasy · DE-GDR



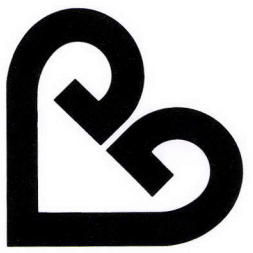
**Herman Miller**
Furniture
1947 · George Nelson, Irving Harper · US



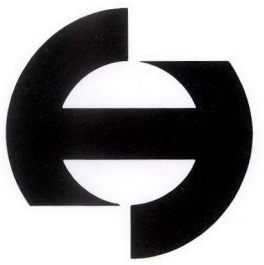
**Offset-Haus**
Printing
1960s · Walter Bangerter · CH



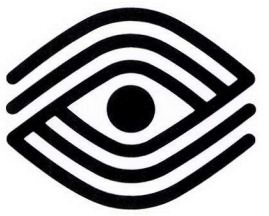
**Randstad**
Employment agency
1967 · Ben Bos/Total Design · NL



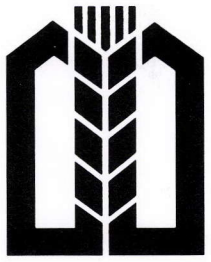
**Ber Gold Inc.**
1976 · Stuart Ash/Gottschalk+Ash · CA



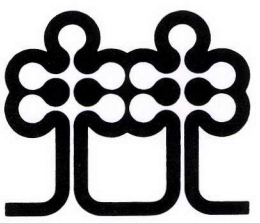
**Heidolph-Elektro**
Electronics
1967 · Oanh Pham Phu · DE



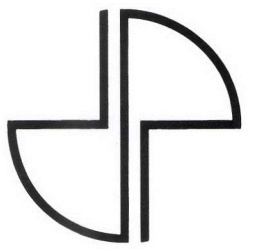
**The Conservation Trust of Puerto Rico**
Ecological and heritage conservation
1968 · Chermayeff & Geismar · US



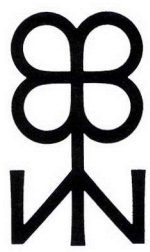
**Getreidekombinat Rostock**
Agriculture
1965 · Ludwig Bonitz · DE-GDR



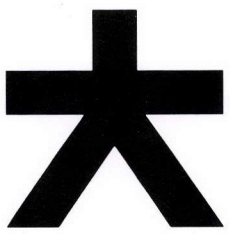
**Royal Garden Hotel**
1960s · Ronald Armstrong · UK



**W. Plüss Offset- und Buchdruck**
Printing
1960s · Hansruedi Scheller · CH

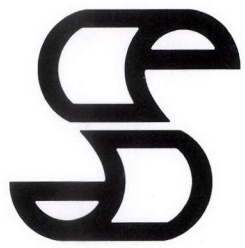


**Browne & Nolan**
Printing, publishing and packaging
1964 · Collis Clements · UK

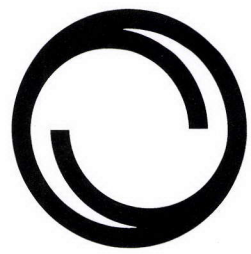


**Ecos**
Security services
1969 · Ricardo Blanco · AR

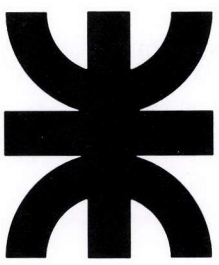
**Skilift Netschbühl**
Ski lift
1971 · Hans Hartmann · CH



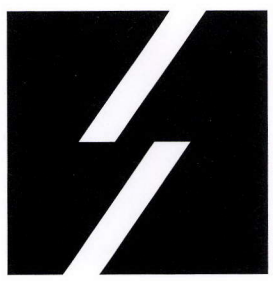
**Rank Xerox**
Photocopiers
1950s · Marcello Minale · UK



**Roto Smeets**
Printing
1968 · Marcel Pijpers · NL

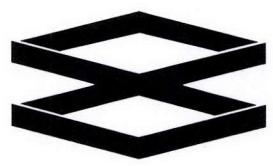


**Universidad Tecnológica Nacional**
University
1966 · Ricardo Blanco · AR



**Petite Maison Shimazaki**
Clothing
1977 · Akira Hirata, Hiroshi Tada · JP

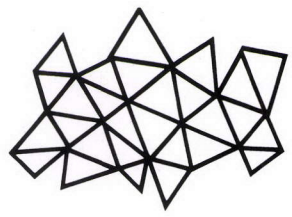
**Druckerei Nöthen**
Printing
1938 · Walter Breker · DE



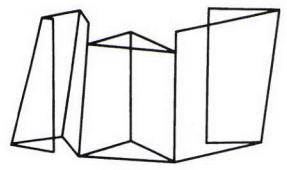
**Zeefdrukkerij B. Wijtmans**
Printing
1966 · Bear Cornet · NL

# Contour

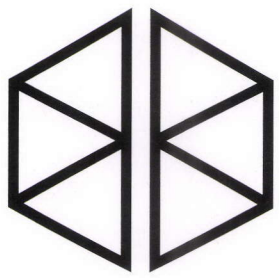
**Tanner**
Model aircraft
1950s · Marcel Wyss · CH



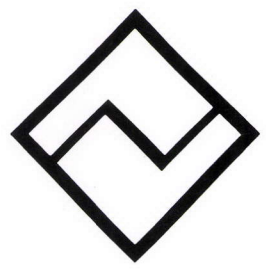
**Fiat Service**
Automobile repairs
1958 · Giovanni Brunazzi · IT



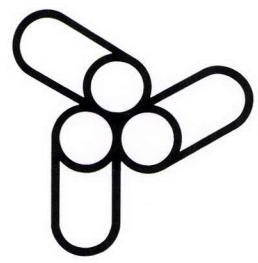
**Camera di Commercio I.A.A. di Carrara**
Chamber of commerce
1968 · Michele Spera · IT



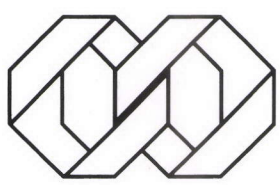
**Kristall Verlag**
Publishing
1979 · Anonymous · DE



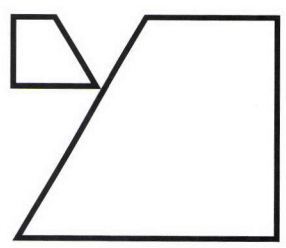
**Longo**
Office supplies
1966 · Walter Hergenröther · IT



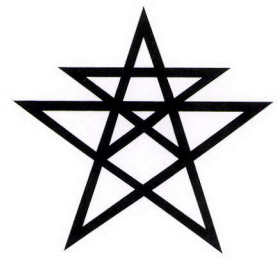
**F.M.E.**
Canning
1961 · Ralph Prins · NL



**Instituto Brasileiro de Mercado de Capitais**
Business school
1970 · Luiz Sérgio Coelho de Sampaio · BR

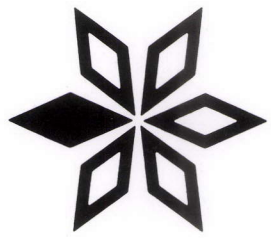


**Metall**
Machinery
1966 · Jan Jaring · NL

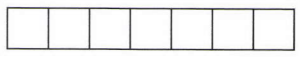


**Furnas**
Energy supplier
1971 · PVDI · BR

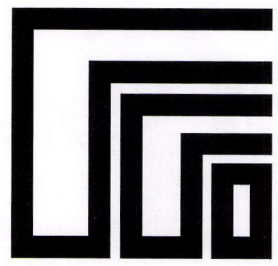
# Kontur



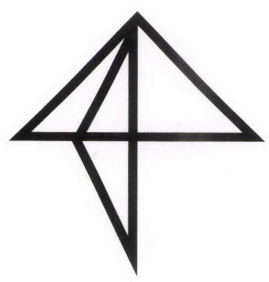
**Diamond Crystal Salt**
Salt
1960s · Dickens Design Group · US



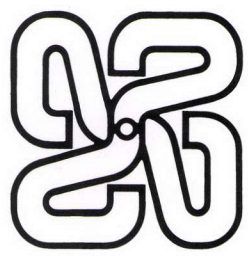
**Jean Reiwald**
Advertising
1960s · Jean Reiwald · CH



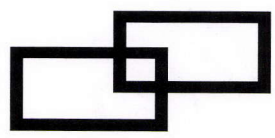
**Freelance Forum**
International holding
1978 · Joe Vera, Monserrat Rota · MX



**Algenova**
Aeronautical company
1964 · A.G. Fronzoni · IT

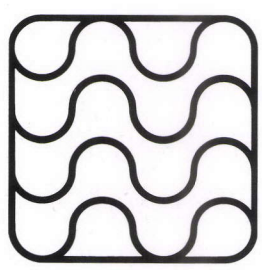


**Farmaceutische Industrie de Watermolen**
Pharmaceuticals
1968 · Jaap Frank · NL

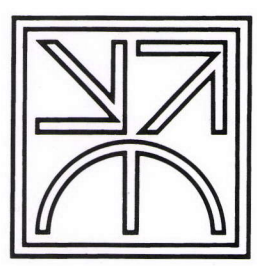


**Fred Heer**
Design and advertising
1960s · Fred Heer · CH

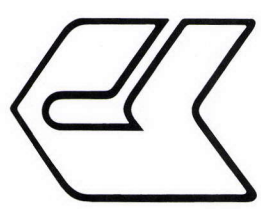
# Outline



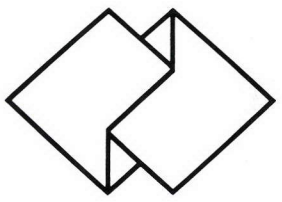
**Dutch Pavilion, Expo '70, Osaka**
World's fair stand
1969 · Total Design · NL



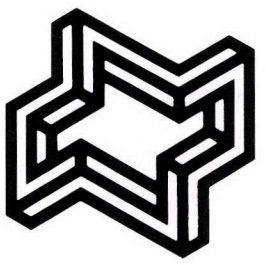
**Visual Design Program**
Design education
1970 · Manuel Espinoza · VE



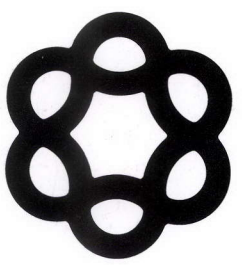
**C. Casacuberta**
Printing
1966 · Tomás Vellvé · ES



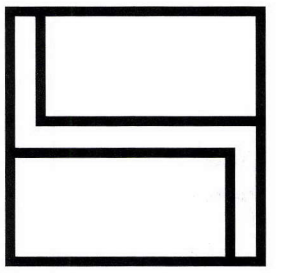
**Asociación de Industriales de Artes Gráficas**
Graphics industry
1968 · Nedo Mion Ferrario · VE



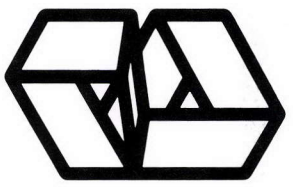
**Multiprocessors**
Furniture
1981 · Gustavo Gómez-Casallas, Rodrigo Fernández · CO



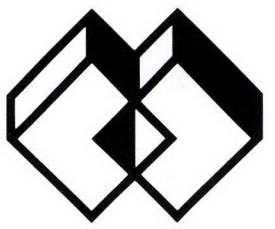
**Kowa Kogei Group**
Typesetting
1977 · Yasaburo Kuwayama · JP



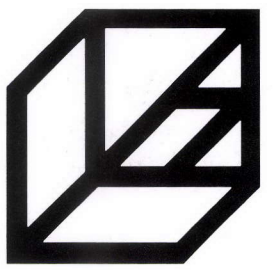
**Wilkhahn Sitzmöbel**
Furniture
1964 · Rolf Müller · DE



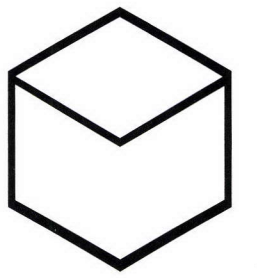
**Camera di Commercio I.A.A. di Milano**
Chamber of commerce
(part of integrated logo system)
1972 · Mimmo Castellano · IT



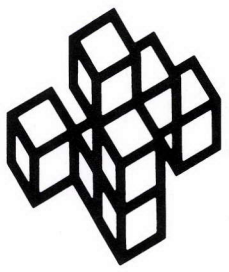
**Lausen & Lange**
1960s · Herbert W. Kapitzki · DE



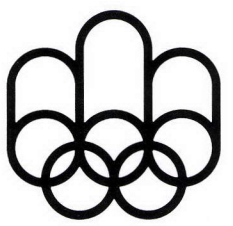
**Gobbetto**
Interior design
1975 · R. Nava, D. Soffientini, G. Romani, A. Ubertazzi · IT



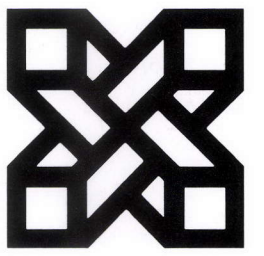
**Canadian Department of Public Works**
1969 · Ken Patton · CA



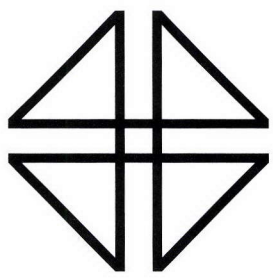
**Honbo Office**
Real estate
1979 · Takenobu Igarashi · JP



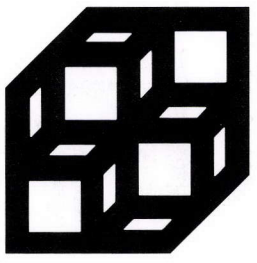
**Olympic Games, Montreal 1976**
1976 · George Huel · CA



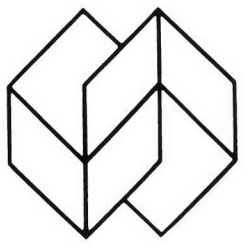
**Continter**
Transportation
1978 · R. Nava, D. Soffientini, G. Romani, A. Ubertazzi · IT



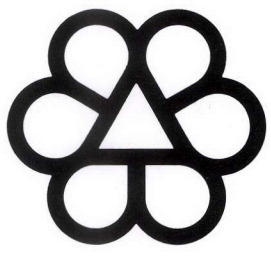
**Quarto Centenário do Rio de Janeiro**
Commemorative event
1963 · Aloísio Magalhães/PVDI · BR



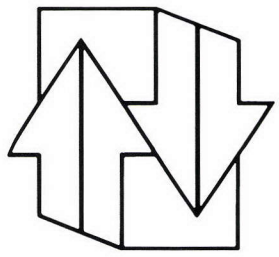
**Cadil**
Construction company
1975 · Armando Ferraro Senior · VE



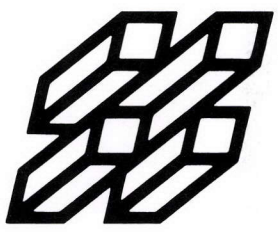
**Banco Mercantil do Brasil**
Bank
1969 · Aloísio Magalhães/PVDI · BR



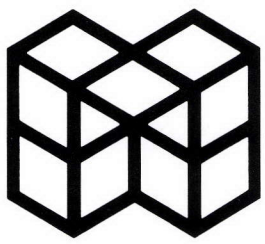
**Broome County**
Transportation
1960s · Fritz Gottschalk/ Gottschalk+Ash · CA



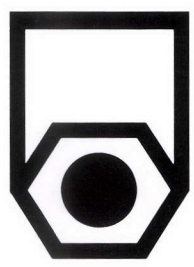
**Del Libro sin Arco, Caracas**
Publishing
1971 · Gerd Leufert · VE



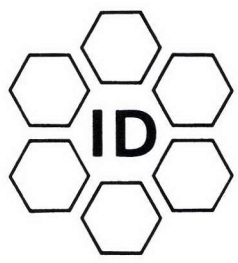
**Probursa**
Stockbroker
1978 · Joe Vera · MX



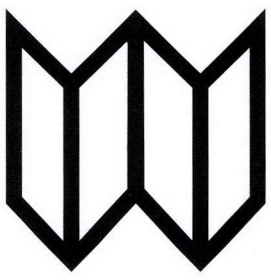
**Maruko Birumen**
Property management
1977 · Yasaburo Kuwayama · JP



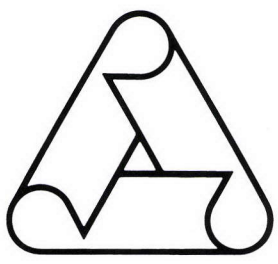
**Ets Roland**
Paper bags
1962 · Raymond Loewy/CEI · FR



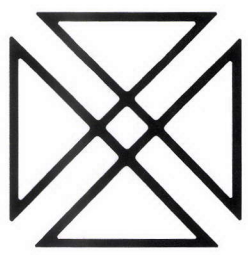

**Interdéveloppement**
Management consultancy
1968 · Lonsdale Design · FR



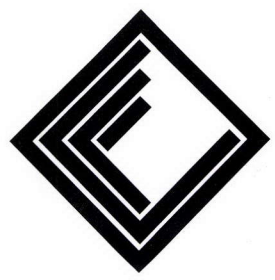
**Watkinson Library**
College library
1960s · William Wondriska · US



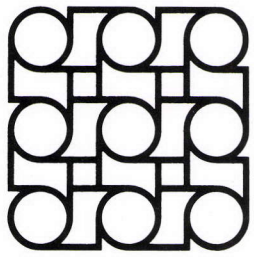
**Impossibilia**
Book series
1973 · Gerd Leufert · VE



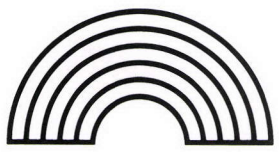
**Quarto Centenário do Rio de Janeiro**
Commemorative event (proposed design)
1963 · Aloísio Magalhães/PVDI · BR



**Immobiliare Pizzetti**
Real estate
1978 · Armando Milani, Maurizio Milani · IT

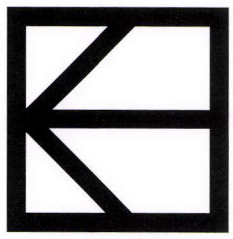


**Revista del Colegio de Arquitectos**
Architectural magazine
1970 · Álvaro Sotillo · VE

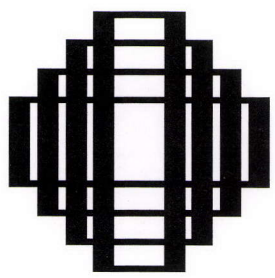


**Beckers**
Inks
1968 · Stig Arbman · SE

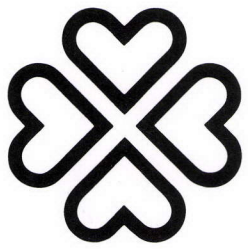
**Herbacin**
Cosmetics
1965 · Walter Seifert · DE-GDR



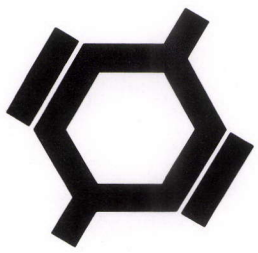
**Werbeagentur Kurt Huber**
Design
1960 · Kurt Huber · CH



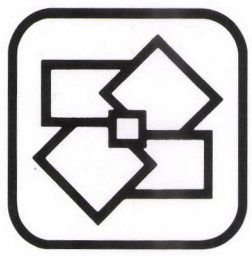
**Chelsear Industries**
1973 · Robert A. Gale · US



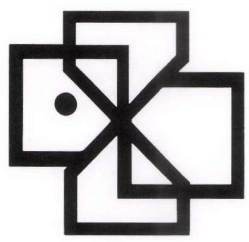
**Sosiaalihuollon Keskusliitto**
Social services
1958 · Olof Eriksson · FI



**Office National Industriel de l'Azote**
Fertilizers
1963 · Jacques Douin · FR

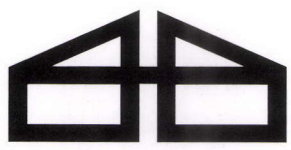


**Saldos de Papel**
Paper
1983 · Olga Dorantes/
Saxdid Diseño · MX

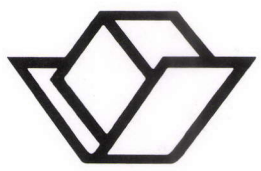


**Advertisers Inserts**
Advertising
1982 · Ronald Cutro · US

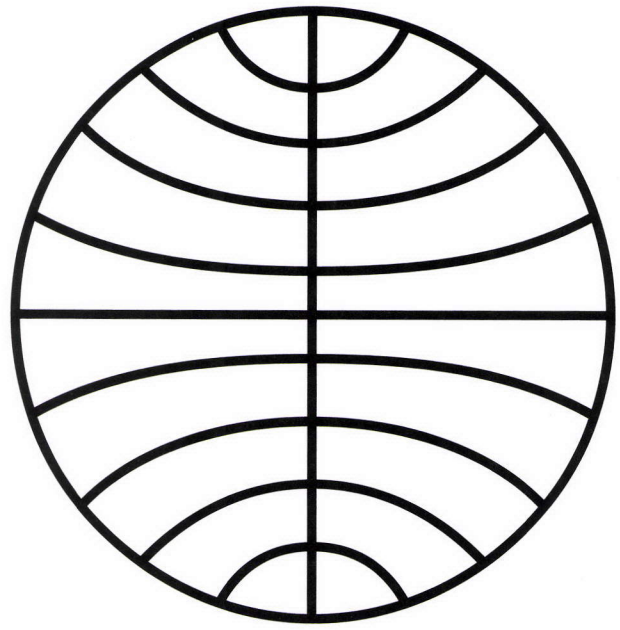
**Centro Commerciale Americano**
Import-export
1967 · Carlo Bruni · IT



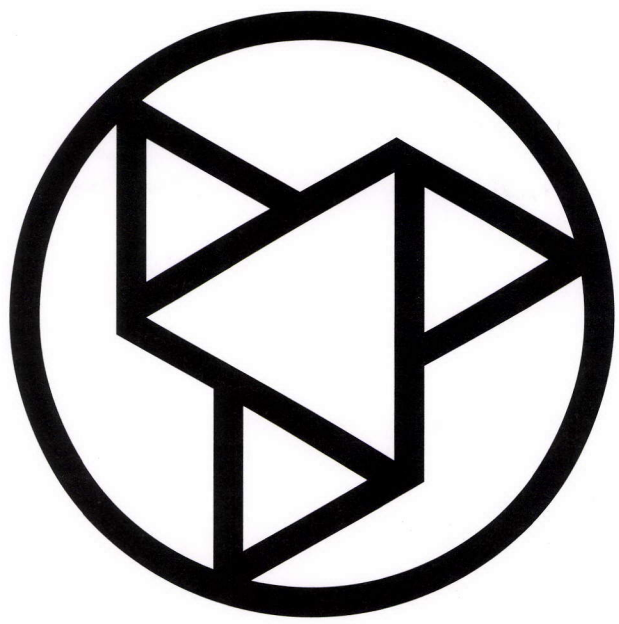
**Hunziker**
Exhibition space
1960s · Paul Bühlmann · CH



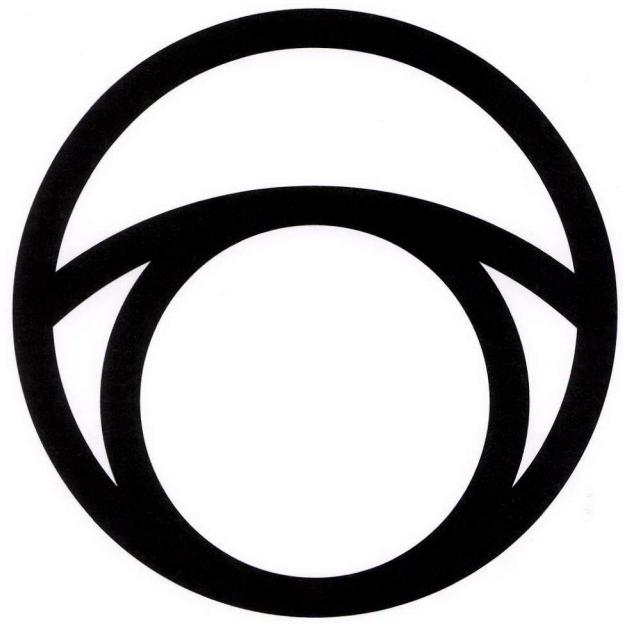
**Deutscher Packungs-Wettbewerb**
Packaging competition
1963 · Anonymous · DE



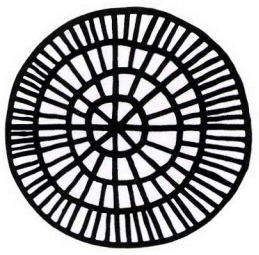
**Pan American Airlines**
1950 · Edward Larrabee Barnes,
Charles Forberg, Ivan Chermayeff · US



**Pieter Schoen**
Paint
1963 · Karel Suyling · NL



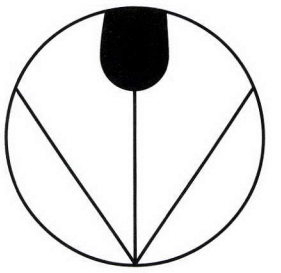
**Spectrum Möbel**
Furniture
1960 · Teun Teunissen van Manen · NL



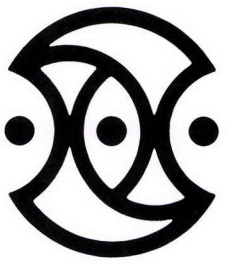
**Vallecchi Editore**
Publishing
1964 · Bob Noorda/
Unimark International · IT

**Matsuura Kensetu**
Construction company
1980 · Kazutoshi Uemoto · JP

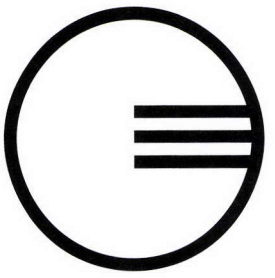
**Storno**
Radio technology
1966 · Morten Peetz-Schou,
Bent Danielsen · DK



**Flora Olomouc**
Flower festival
1970s · Jan Rajlich · CZ

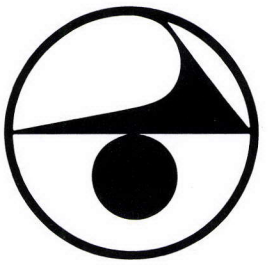


**Stephen Biondi DeCicco**
Art studio services
1958 · Charles MacMurray/
Latham Tyler Jensen · US

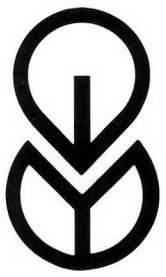


**Gillette**
Safety razors
1969 · Wolfgang Schmittel · DE

**Sielco**
Engineering
1982 · R. Nava, D. Soffientini,
A. Ubertazzi · IT



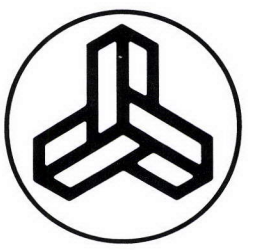
**Technika**
1958 · Jan Rajlich · CZ



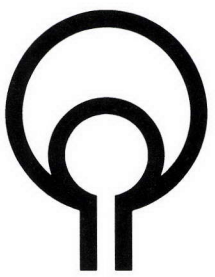
**The Vanier Institute of the Family**
Families organization
1969 · John Kobold/
Hiller Rinaldo Associates · CA

**Internationale Verkehrsausstellung München**
Transport exhibition
1963 · Ernst Ruchay · DE

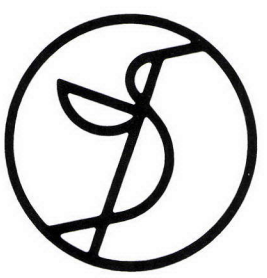
**Costa dei Ciclopi**
Restart facility
1977 · Armando Milani · IT



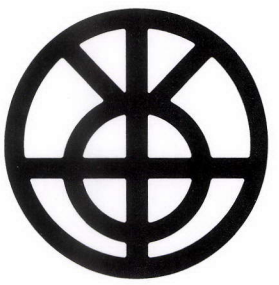
**Webunion Hohenstein-Ernstthal**
Weaving
1965 · Eberhard Richter · DE-GDR



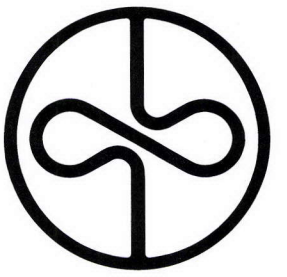
**L'Opéra de Québec**
Opera
1971 · Yvon Laroche,
Pierre-Yves Pelletier · CA



**Renda Priori & Cia.**
Foods
1965 · Rafael Rodrigues · BR



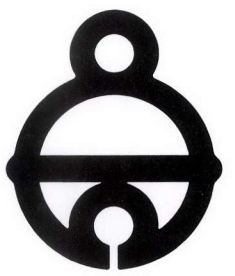
**Schweizer Kunstzeitschrift**
Art magazine
1950s · Roger-Virgile Geiser · CH



**International Telephone and Telegraph Corporation**
Telecommunications
1960s · Carl Regehr · US

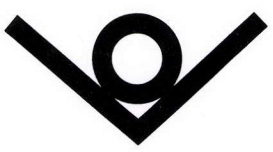
**Laboratoire de Cosmétologie Biologique**
Cosmetics
1968 · Gilles Fiszman · FR

**Residence Villaferrata**
1972 · Renato Romiti/Studio Idea II · IT

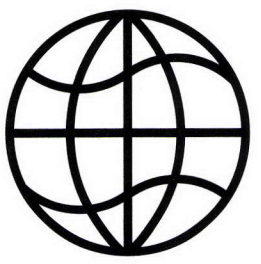


**Gebrüder Schellenberg Werbeagentur**
Advertising
1950s · Gebrüder Schellenberg
Werbeagentur · CH

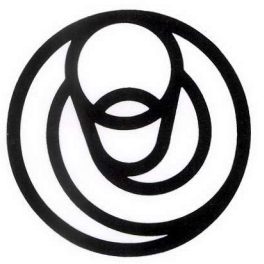
**L'Administration de la Voie Maritime du St. Laurent**
Seaway administration
1960s · Gilles Robert · FR



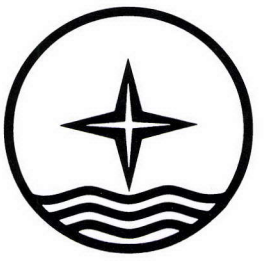
**Manifattura Valle dell'Orco**
Plastics
1952 · Egidio Bonfante · IT



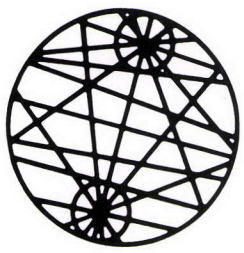
**Pepsi-Cola International**
Beverage
1975 · Richard Hess · US



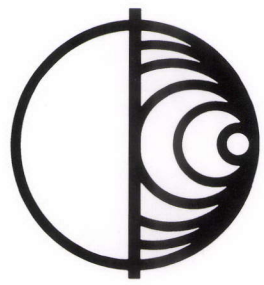
**La Bottega del Vasaio**
Ceramics
1977 · R. Nava, D. Soffientini,
A. Ubertazzi · IT



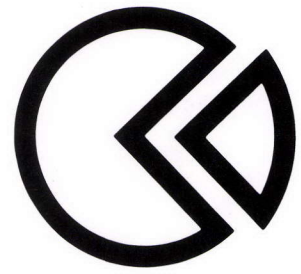
**R.W.L. Laidlaw Lumber**
1969 · Peter G. Ulmer/
Stewart & Morrison · CA



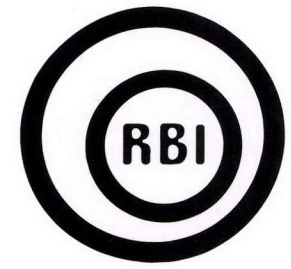
**Fiat Service**
Automobile repairs
1962 · Giovanni Brunazzi · IT



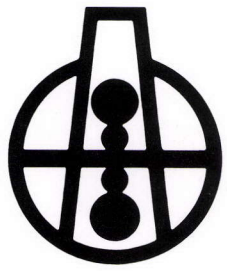
**Nickelhütte St Egidien**
Insulation materials
1965 · Jürgen Henker · DE-GDR



**Fundación Compartir**
Education
1980 · Dicken Castro · CO

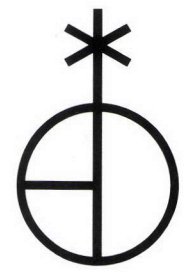



**Radio Berlin International**
Broadcasting
1965 · Rudolf Grüttner · DE-GDR

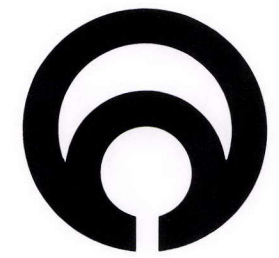


**Vereinigte Metall-Halbwerkzeuge**
Metal tools
1965 · Werner Duda · DE-GDR

**Pulex Laboratories**
Chemicals
1970s · Robert Hagenhofer · US



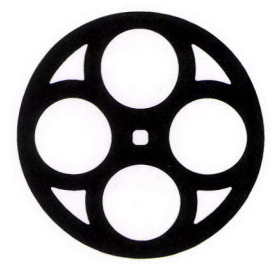
**Goldschmiede Bausch-Engeln**
Goldsmiths
1951 · Walter Breker · DE



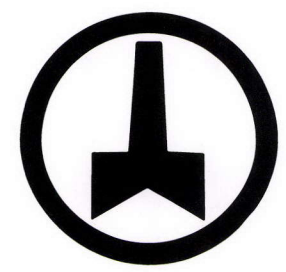
**Canadian Council on Urban and Regional Research**
1963 · Fritz Gottschalk/
Gottschalk+Ash · CA

**Fundación Mito Juan Pro-Música**
Record label
1969 · Nedo Mion Ferrario · VE

**Prices and Incomes Commission**
1971 · Rolf Harder/
Design Collaborative · CA

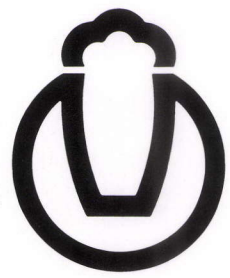


**Canadian Film Institute**
1962 · Georges Beaupré · CA

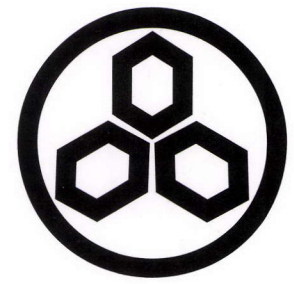


**Ofen- und Herdbau, Großenhain**
Ovens
1965 · Berthold Resch · DE-GDR

**Caterplan Services**
Food services
1969 · René Demers/
Hiller Rinaldo Associates CA



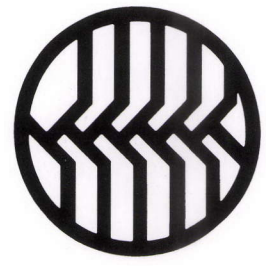
**Brau-und Malz-Union Hadmersleben**
Brewing
1965 · Peter Hamann · DE-GDR



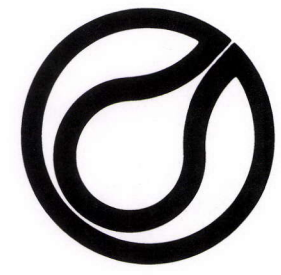
**Laboratori Cosmochimici**
Bandages and ointments
1960s · Walter Ballmer · IT

**Pan American Games Society**
Sports association
1967 · William Mayrs · CA

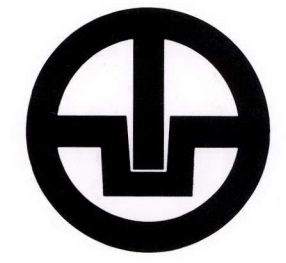
**Old Mill Towers**
Apartment building
1965 · James Donahue/
Cooper & Beatty · CA



**Deutsche Medizin-Messe**
Medical exhibition
1978 · Michael Herold · DE



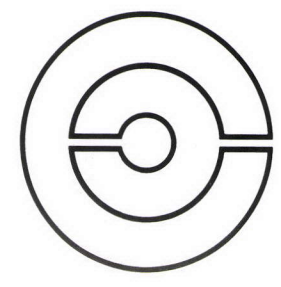
**Boda Glasbruk Glassworks**
1960s · Bertil Andersson-Bertilson · SE



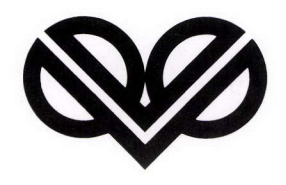
**Club de Golf de la Vallée du Richelieu**
Golf club
1966 · George Huel · CA

**Mount McKinley National Park**
1970 · G. Dean Smith · US

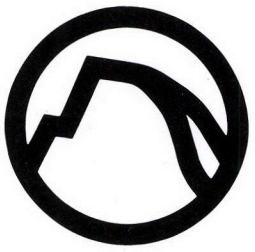
**Pelican Films**
Film production
1960s · S. Neil Fujita · US



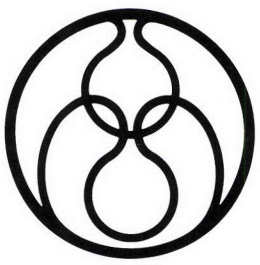
**Concordia S.P.R.L.**
Insurance
1965 · Antoon de Vijlder · BE



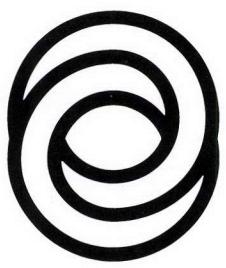
**Paseo**
Sporting goods
1980 · Reynaldo Da Costa · US



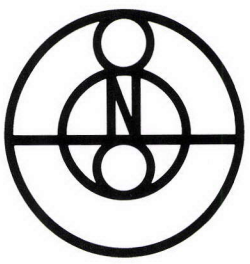
**Yosemite National Park**
1968 · G. Dean Smith · US



**Knitwear Factory**
1960s · Willi Sutter · SE



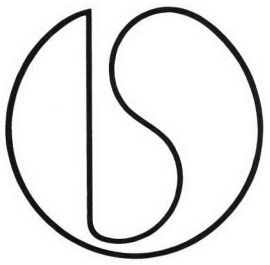
**Ota Dental Clinic**
1974 · Koichi Watanabe · JP



**Drogheria Neri**
Pharmacy
1943 · Carlo L. Vivarelli · CH

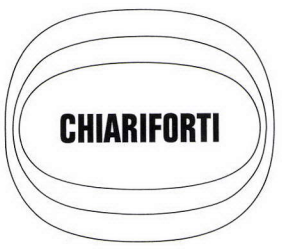
**Tourism Association**
1970 · Tomás Vellvé · ES

**Institute for Export Control**
1960s · Ludvík Feller · CZ

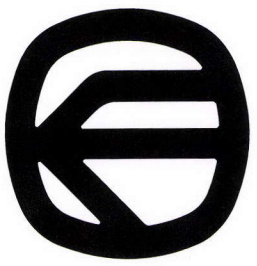


**Institute of Art Studies**
1950s · Josef Müller-Brockmann · CH

**Hokkaido Nogydantai Kenkohoken Kumiai**
Insurance
1977 · Katsumi Maetani · JP

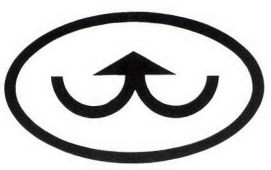



**Chiari & Forti**
Foods
1969 · Bob Noorda/
Unimark International · IT

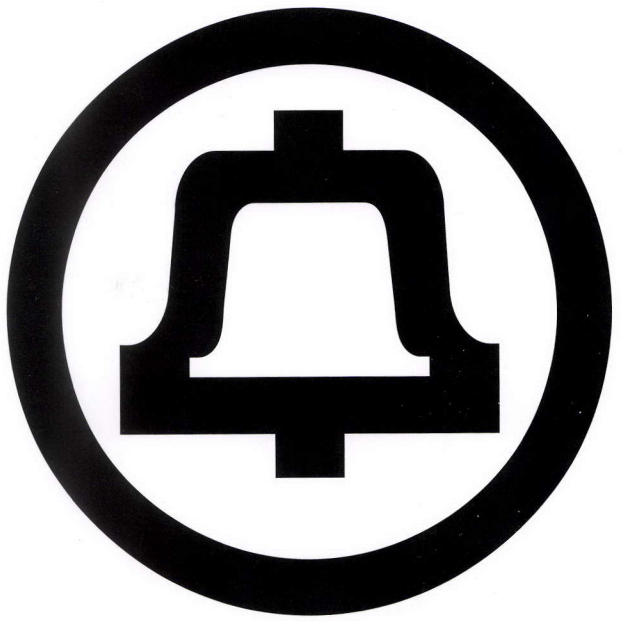


**Car Factory**
1960s · Bob Noorda/
Unimark International · IT

**Color Research Center**
1968 · Nakade Teijiro · JP

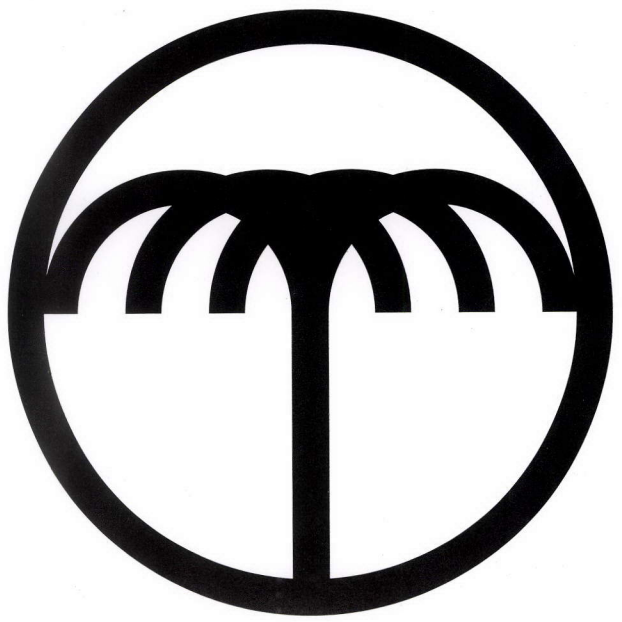


**Worldport Corporation**
Furniture
1958 · Read Viemeister · US

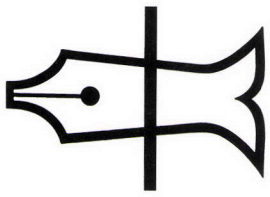


**AT & T**
Telecommunications
1969 · Saul Bass · US

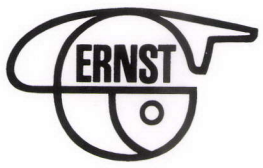
**Ohio Center**
Banquet hall
1975 · Chermayeff & Geismar · US



**Sardinhas Coqueiro**
Tinned sardines
1958 · Alexandre Wollner · BR

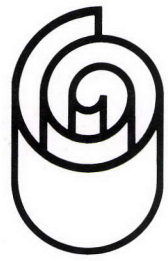


**Helmut Fischer**
Stationery
1940s · Helmuth Kurtz · CH

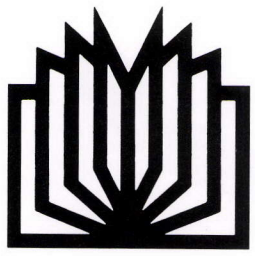



**Ernst & Co.**
Grocery
1940s · Robert Sessler · CH

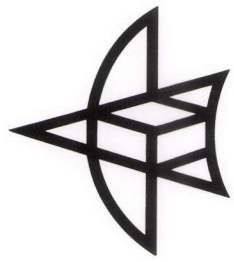
**Zoological Gardens, Asahikawa**
1966 · Susumo Endo · JP



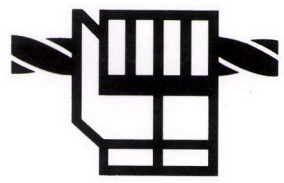
**Saffa Cartiera**
Paper
1966 · Walter Del Frate · IT



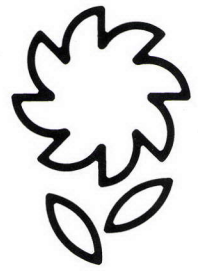
**The Toledo Museum of Art Bookstore**
1978 · Terry Lesniewicz, Al Navarre · US



**Internationale Luftfrachtgesellschaft**
Air freight
1963 · Erich Unger · DE



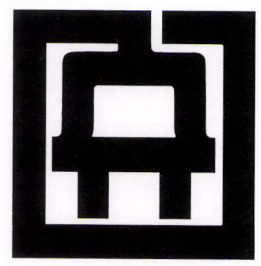
**Square Grip Reinforcement**
Structural steel reinforcement
1960s · Henrion Design Associates · UK



**Melli**
Gardening equipment
1969 · Veniero Bertolotti/Studio 4 · IT

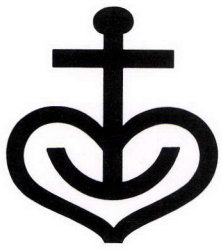
**Aigec**
Design
1963 · Aldo Novarese · IT

**Sok Cooperative Organization**
Furniture fair
1969 · Osmo Omenamäki · FI

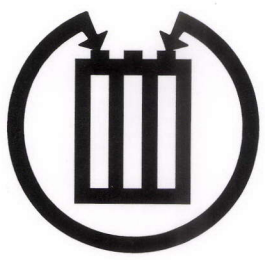


**Haushaltstechnik, Berlin**
Home appliances
1965 · Dieter Herzschuh · DE-GDR

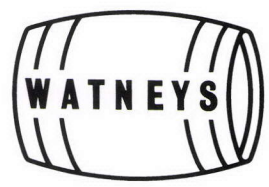
**Arbeitsgemeinschaft zur Eingliederung Behinderter in die Volkswirtschaft**
Disabled people's employment training
1960s · Peter Beck · DE



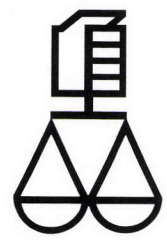
**Schweizerische Zentralstelle für Flüchtlingshilfe**
Refugee aid agency
1940s · Helmuth Kurtz · CH



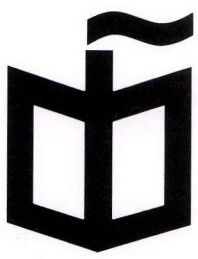
**Akkumulatorenbau Leipzig**
Accumulators
1965 · Horst Hilbert · DE-GDR



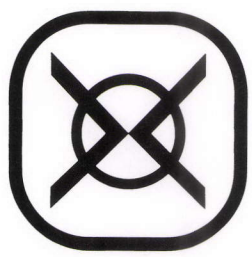

**Watney Combe Reid & Co.**
Brewing
1960s · Milner Gray/
Design Research Unit · UK



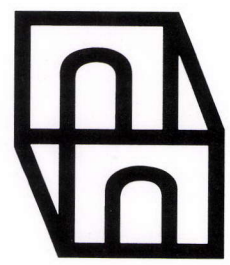
**L.S. Croth & Co.**
Insurance law office
1969 · John S. Brown · CA



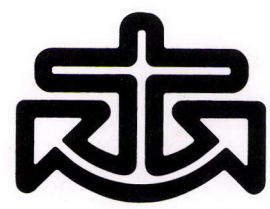
**Verlag Die Wirtschaft**
Publishing
1965 · Herbert Prüget · DE-GDR



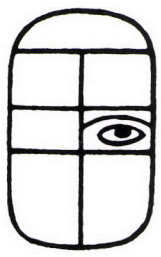
**Form Mediation International**
Design agency
1964 · Pieter Brattinga · NL



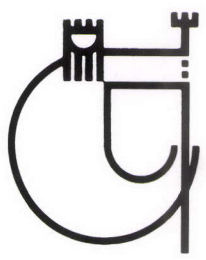
**Kies- und Kalksandsteinwerk Fahr**
Gravel and limestone
1965 · Hans-Dieter Nemitz · DE-GDR



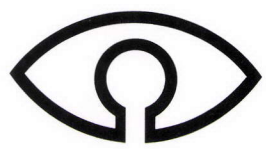
**Bouvet Ponsar et Cie**
Cement
1966 · Etienne Bucher · FR



**Bompiani**
Publishing
1965 · Franco M. Ricci · DE

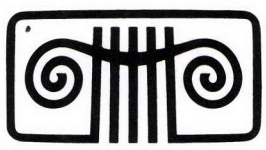


**Mar Beach**
Watersports club
1960s · Nedo Mion Ferrario · VE

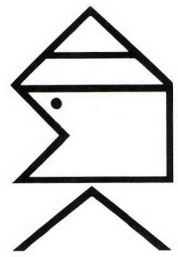


**Sigtay**
Light-bulbs
1968 · Michel Olyff · BE

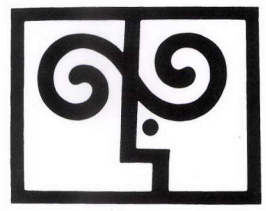
**Pépiniériste Rosiériste Alfred Etter**
Flowers
1960s · Roger-Virgile Geiser · CH



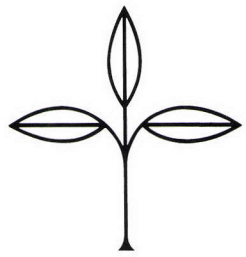
**Henschel Verlag**
Publishing
1965 · Herbert Prüget · DE-GDR



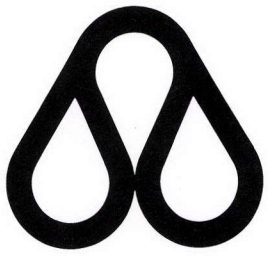
**Malik Verlag**
Publishing
1925 · George Grosz · DE



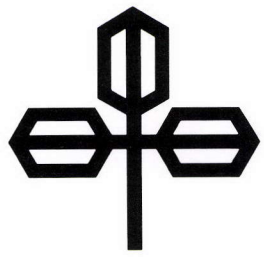
**Kulturbund Rostock**
Cultural alliance
1965 · Helmut-Feliks Büttner · DE-GDR



**Ballard, Todd & Snibbe**
Architecture
1960s · Rudolph de Harak · US

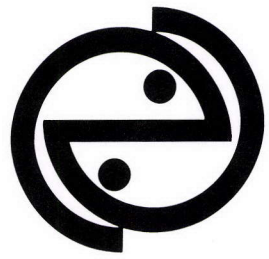


**Associazione Latti Sterilizzati**
Association of milk producers
1967 · Sergio Privitera/P&T · IT

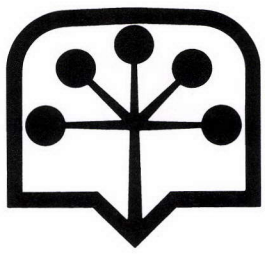


**Fisons Canada**
Insecticides
1965 · Chris Yaneff · CA

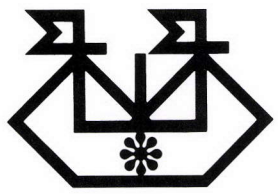
**Nazareno Gabrielli**
Leather goods
1971 · Mimmo Castellano · IT



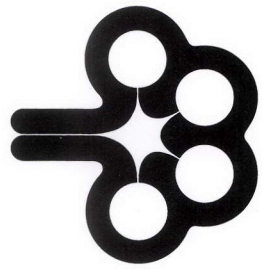
**B. Fischer Buchdruckerei**
Printing
1960s · Peter Läderach · CH



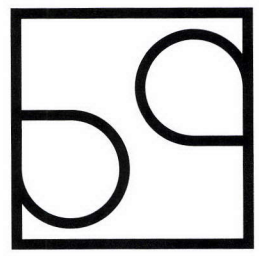
**Caracas Hilton**
Hotel
1968 · Gerd Leufert · VE



**Aviso N.V.S.A.**
1960s · Benno Wissing · NL

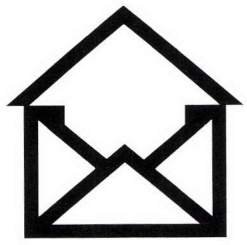


**Einkaufszentrum mit vier Geschäften**
Shopping center
1984 · Paul Effert · DE

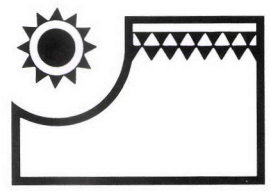


**Qualitätssiegel Echt Silber**
Silver quality-mark
1974 · Hans Karl Rodenkirchen · DE

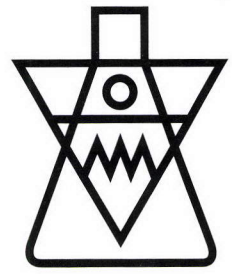
**La Stabilité**
Insurance
1965 · George Huel · CA



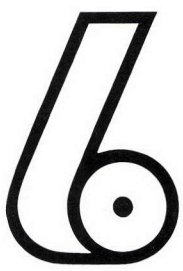
**European Home Study Council**
Distance learning
1966 · Carl Steinherr · NL/SE



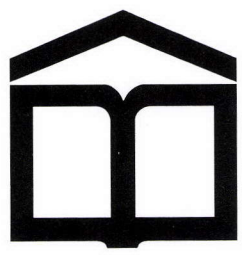
**Shoe Export**
1960s · Per Einar Eggen · NO



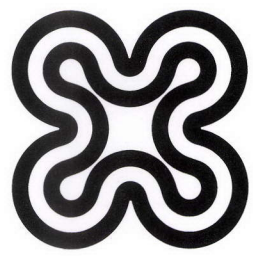
**Chemisch-Technische Abteilung der Bally Schuhfabriken**
Shoe factory technical laboratory
1940s · Celestino Piatti · CH



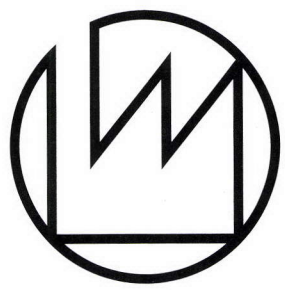
**Hamburger Großdruckerei**
Printing
1940s · Gust Hahn · DE



**Buchhaus**
Bookstore
1965 · Karl Thewalt · DE-GDR

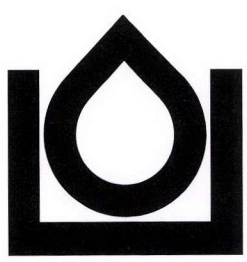


**Yoshinofuji**
Clothing
1977 · Yasaburo Kuwayama · JP



**Olle & Wolter Verlag**
Publishing
1978 · Anonymous · DE

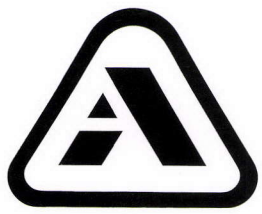
**Fisons Horticulture**
Fertilisers
1960s · Ruth Gill, Roger Philips · UK



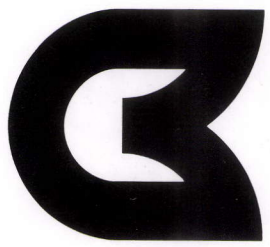
**Wasserversorgung und Abwasserbehandlung**
Water supply and sewage treatment
1965 · Harry Prieß · DE-GDR

**National Film Studios of Ireland**
1976 · Richard Eckersley · IE

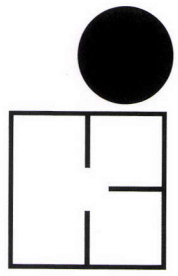
**International Public Relations Association**
1966 · Hans Kleefeld/
Stewart & Morrison · DE/US



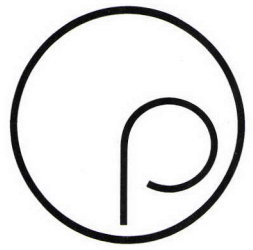
**Amfac**
Land development
1966 · Clarence Lee · US



**Ceramiche Musa**
Ceramics
1974 · Alfredo de Santis · IT



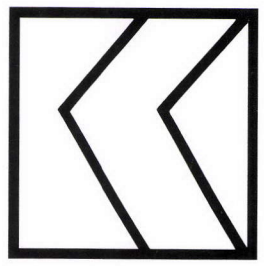
**Karol Ike**
Photography
1967 · Anonymous · CA



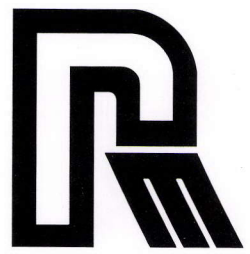
**Société Prénatal**
Baby products
1966 · Rudi Meyer · FR

**Baker Institute**
Medical research
1960s · Whale & Emery · AU

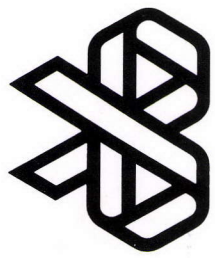
**Dierig Holding**
Textiles
1979 · Rolf Müller · DE



**Kuwahara**
Automobiles
1981 · Sogen Onishi · JP

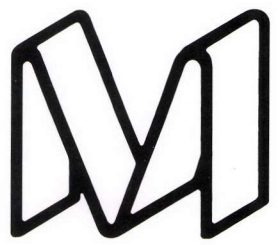


**Ross Murarka**
Publishing
1971 · Sudarshan Dheer · IN

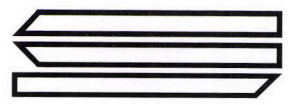


**Das Band**
Clothing
1960s · M. Rudin · CH

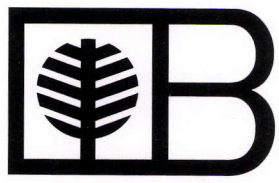
**Erfurt-Kfz-Zubehör**
Automobile accessories
1965 · Karl-Jürgen Härtel · DE-GDR



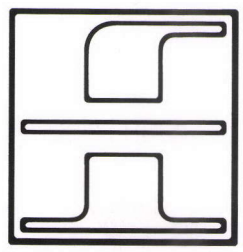
**Metrocraft**
Publishing
1977 · Don Connelly · US



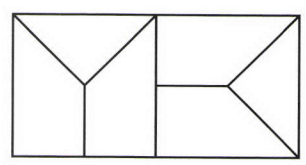
**F. & H. Sutcliffe**
Construction company
1969 · Gavin Healey/
Healey Mills Associates · UK



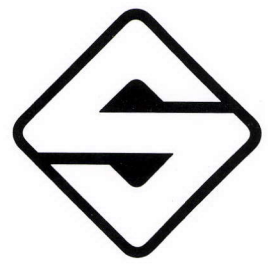
**The Bellwood Company**
Doors
1961 · Joseph Weston · US



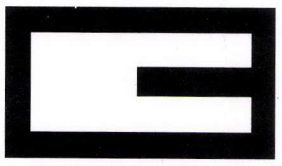
**Fristho**
Furniture
1960s · Wim Crouwel · NL



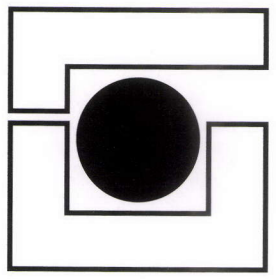
**Meerbuscher Künstler**
Artists association
1979 · Walter Breker · DE



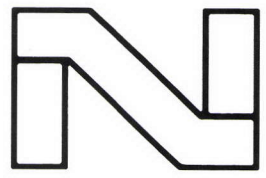
**Spectralite**
Signs
1968 · Harry Bowler, Jean Morin/
Girard, Bruce et Associés · CA



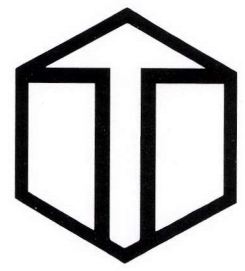
**Colombian Bags**
1978 · Dicken Castro · CO



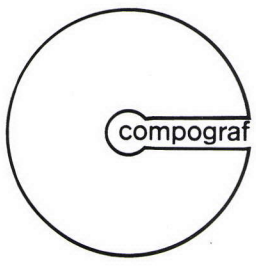
**Gudbrandsdalens Uldvarefabrik**
Furniture
1960s · Anonymous · NO



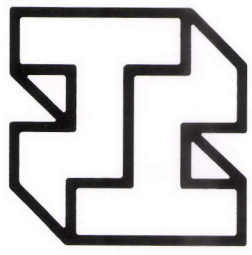
**A. S. Nicholson & Son**
Timber
1965 · Jack Reid/
Hiller Rinaldo Associates · CA



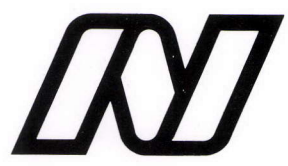
**Turnbull Elevator**
Elevators
1964 · Bob Anderson/
Hiller Rinaldo Associates · CA



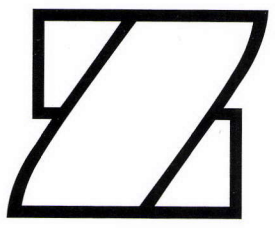

**Compograf**
Printing
1968 · Giovanni Brunazzi · IT



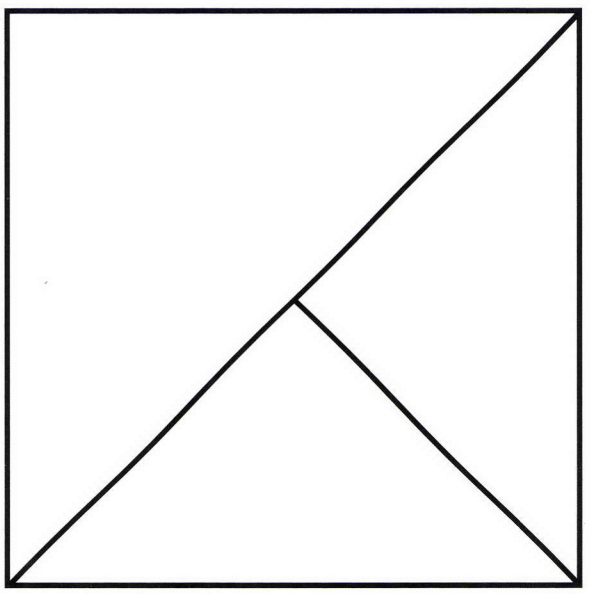
**Ikola Design**
1979 · Gale William Ikola · US



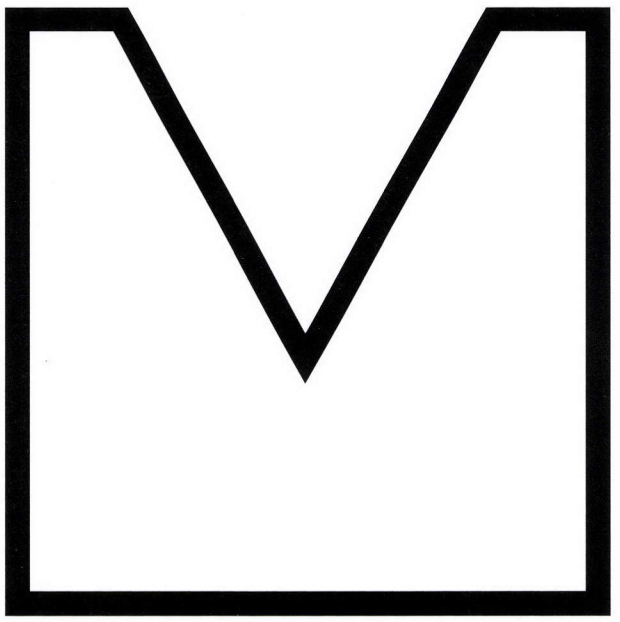
**Nacional de Resinas**
Plastics
1978 · Fernando Rión · MX



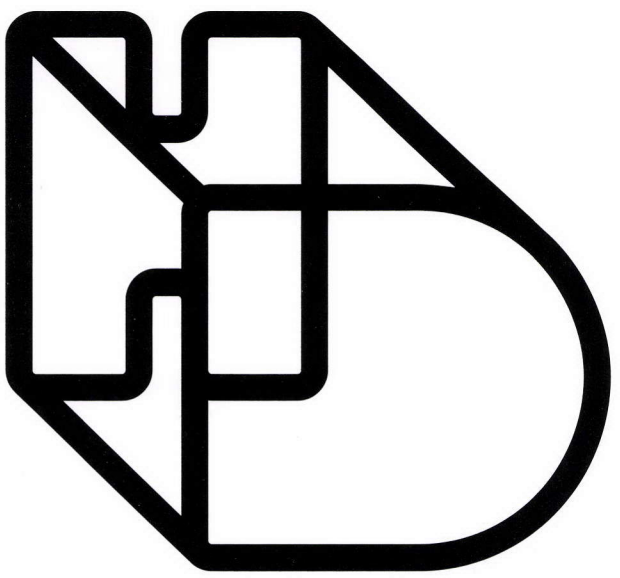
**Zinnober Verlag**
Publishing
1984 · Jan Buchholz, Peter Albers · DE



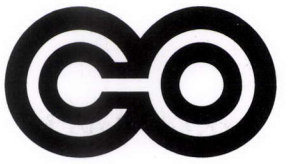
**Städtische Kunsthalle Düsseldorf**
Art gallery
1967 · Walter Breker · DE



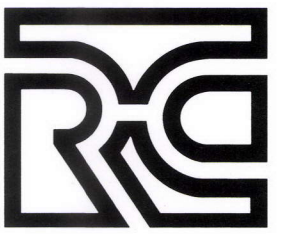
**Meplex**
Metal goods
1969 · Klaus Hofmann · CH



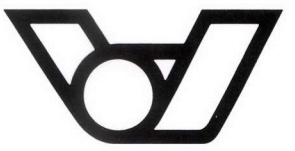
**Horacio Durán**
Furniture
1971 · Ernesto Lehfeld · MX



**Cobat Bautechnik**
Engineering
1969 · Sessler & Klein · DE



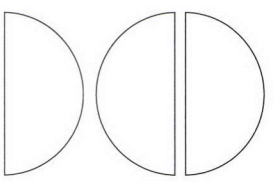
**Rochester Community Savings Bank**
1983 · Michael Leidel,
Kathie Burgund · US



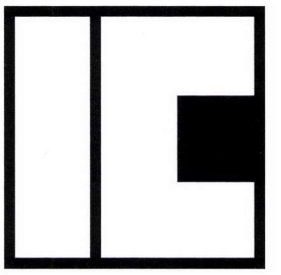
**Vereinigte Offset-Druckereien**
Printing
1966 · Werner Keidel · DE

**Centraal Ziekenhuis**
Hospital
1966 · Jan Jaring · NL

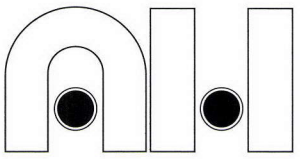
**Collège de Maisonneuve**
School
1969 · George Huel,
Pierre-Yves Pelletier · CA



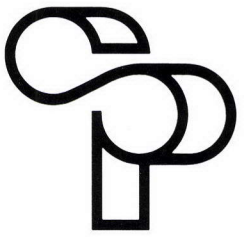
**Design Objectives**
Product development
1970 · Alan Fletcher/Pentagram · UK



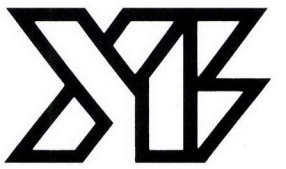
**Interchoice Contracting**
Construction company
1975 · Angelo Sganzeria · IT



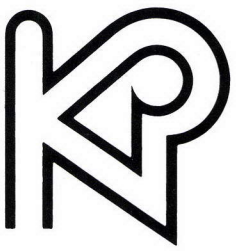
**Amorós Hermanos**
Advertising film production
1969 · Toni Miserachs,
Mariona Aguirre · ES



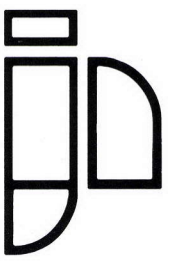
**Severomoravské**
Paper
1983 · Stanislav Kovár · CZ



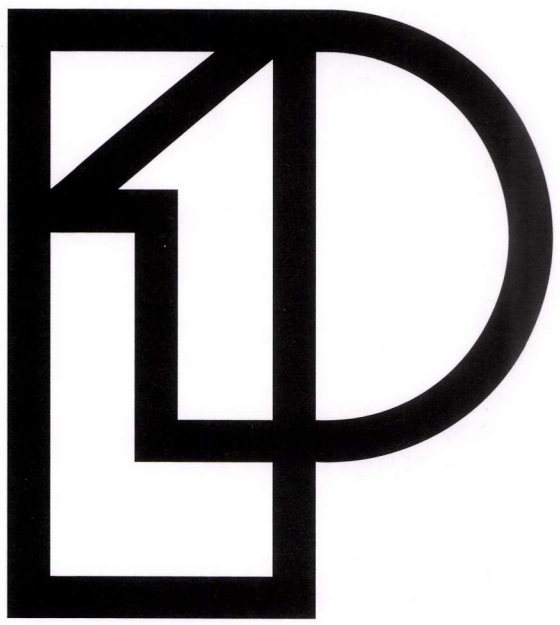
**Yamamoto Balster**
1983 · Hiroshi Iseya · JP



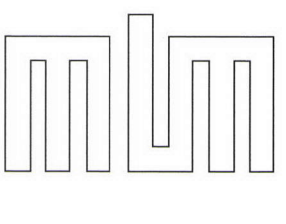
**Kato Insatu**
Printing
1973 · Sumio Hasegawa · JP



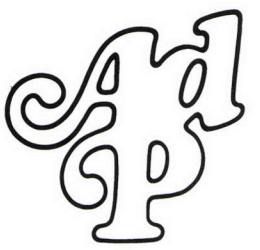
**Jerome & Norris**
Insurance
1966 · David Caplan · UK



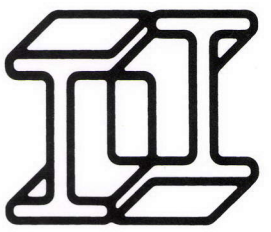
**Planning One**
Interior design
1979 · Kazuo Kanai · JP



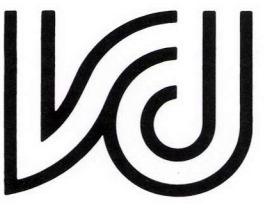
**Mowlem**
Engineering
1960s · Conran Design Group · UK



**Administración Pública**
Magazine
1970 · Claude Dietrich · PE

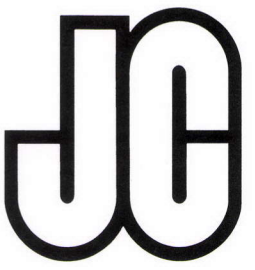


**Interinca**
Design
1978 · Francisco Rendiles Coll · VE

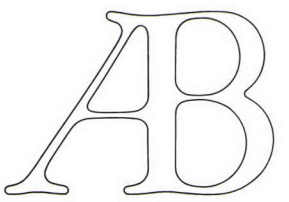


**Verde Japan**
1983 · Taijiro Nakayama · JP

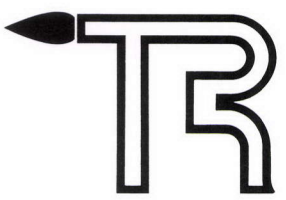
**F4 Arquitectos**
Architecture
1964 · Joan Pedragosa · ES



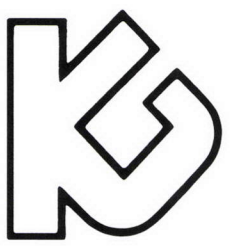
**Juracime**
Cement
1960s · Paul Bühlmann · CH



**Anthony Blond**
Publishing
1962 · Fletcher, Forbes, Gill · UK



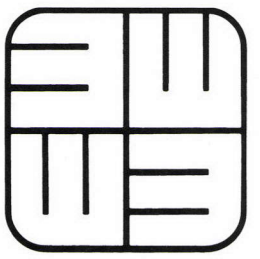
**Termoraggi**
Fuel oil
1968 · Veniero Bertolotti/Studio 4 · IT



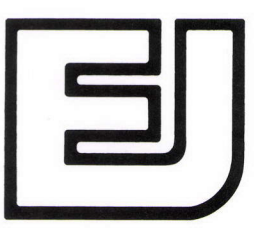
**Kuraray**
Safety glass
1964 · Tadasu Fukano · JP

**Fundação Bienal de São Paulo**
Art foundation
1965 · PVDI · BR

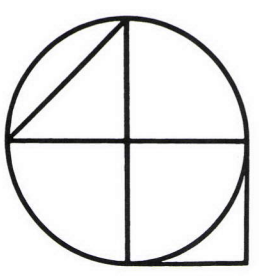
**Deutscher Arbeiterjugendkongress**
Workers youth congress
1965 · Ludwig Bonitz · DE-GDR



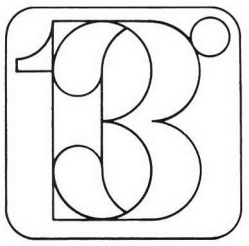
**Emme Edizioni**
Publishing
1967 · Salvatore Gregorietti/
Unimark International · IT



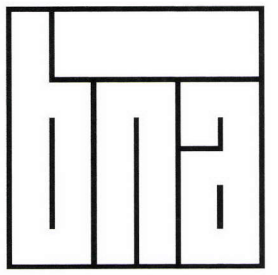
**Erik Jørgensen Møbelfabrik**
Furniture
1960s · Anonymous · DK



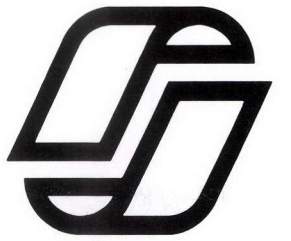
**Technical School of Advertising and Design**
1965 · Günter Junge · DE-GDR



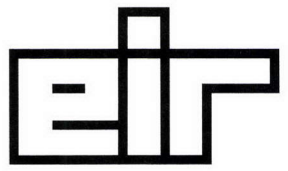
**13th Festival della Moda Maschile**
Fashion fair
1963 · Theodoor Manson · IT



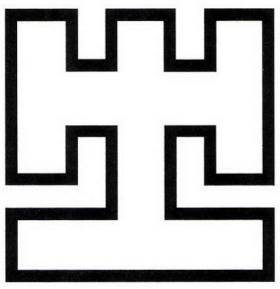
**Bond van Nederlandse Architecten**
Association of architects
1969 · Otto Treumann · NL



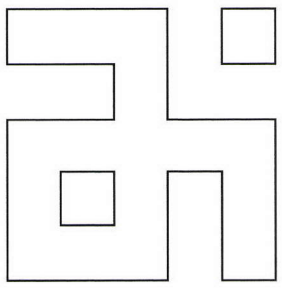
**Shipley-Jones Associates**
Design
1979 · Richard Wittosch · US



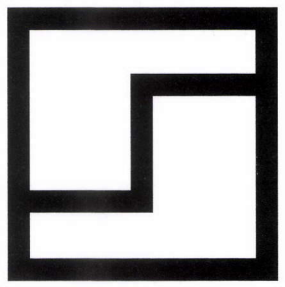
**Eidgenössisches Institut für Reaktorforschung**
Nuclear research institute
1960s · Walter Bangerter · CH



**Tamminen & Havaste**
Architecture
1969 · Seppo Polameri · FI

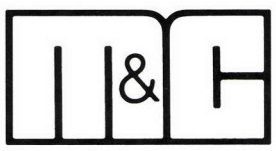


**Anivo**
Furniture
1967 · Rudolf Verelst · BE

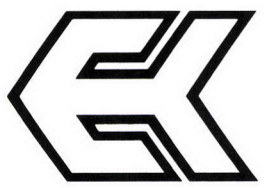


**H. Schneider**
Ceramics
1969 · Kurt Wirth · CH

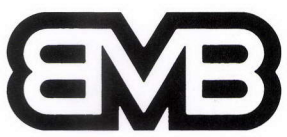
**Gics Leuchten**
Lighting
1969 · Hans Karl Rodenkirchen · DE



**M. & C. Druckerei & Verlag**
Printing and publishing
1970s · Ekkehart Rustmeier · DE

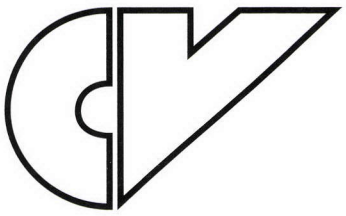


**Eduard Keller**
Import-export
1972 · Hansruedi Scheller · CH

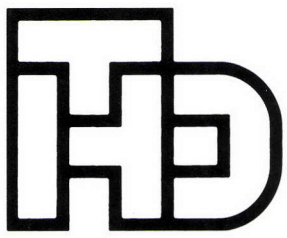


**B. Mohamed Badawi**
Engineering
1980 · Manfred Wutke · DE

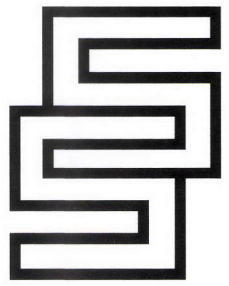
**Krimek**
CNC machines
1987 · Hans Karl Rodenkirchen · DE



**Claudius Verlag**
Publishing
1986 · Werner Richter · DE

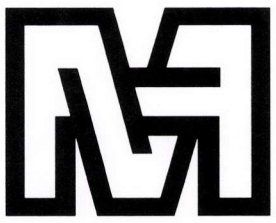


**TypeHouse Duragraph**
Printing
1982 · Cyril John Schlosser · US

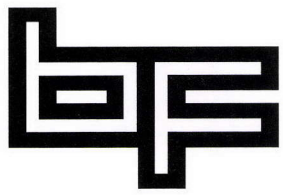


**Sye-Hsing**
Machinery
1978 · Kao Yu-Lin · TW/JP

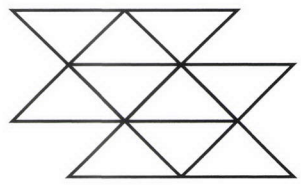
**Campus Verlag**
Publishing
1975 · E. Warminski · DE



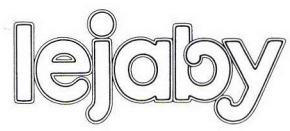
**Massiv-Heimbau**
Construction company
1969 · Peter Riefenstahl · DE



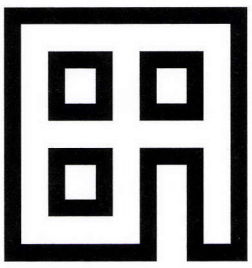
**Barbara Farber**
Fashion
1971 · Helmut Salden · NL



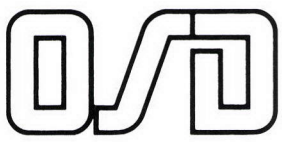
**Hong Kong Hilton**
Hotel
1960s · Henry Steiner · HK



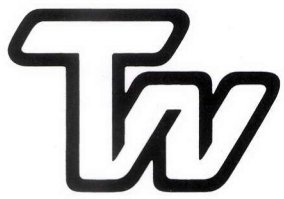
**Lejaby**
Clothing
1969 · Charles Roth/
Delpire-Advico · FR



**Schweizerische Bodenkreditanstalt**
Bank
1962 · Hansruedi Scheller · CH



**Oriental System Development**
1983 · Kenji Suzuki · JP



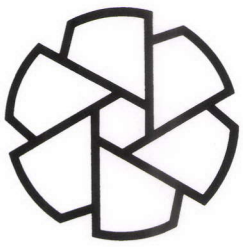
**Toy Works**
Toys
1968 · Ken Garland · UK

**Ladan**
1973 · Cato Hibberd · AU

# Superposition

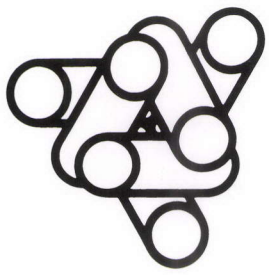
# Überlagerung

# Overlay

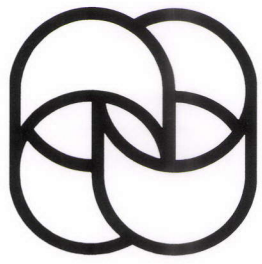


**Plüss-Staufer**
Chalk
1968 · Hans R. Woodtli · CH

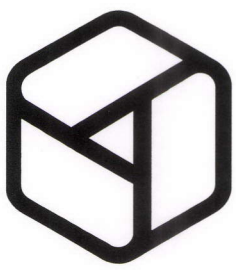
**Naturkundemuseum Bielefeld**
Natural history museum
1967 · Heinz Beier · DE



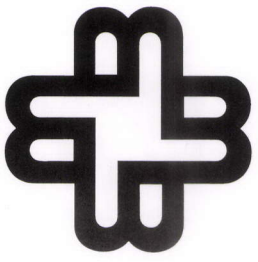
**IPI**
Prefabricated building parts
1973 · Mimmo Castellano · IT



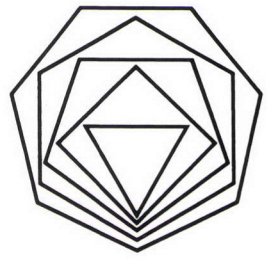
**United Paper Mills**
1960s · Carl Swann · UK



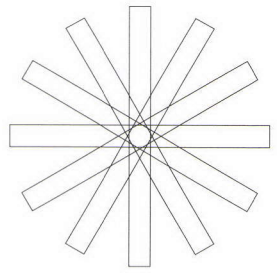
**Luce Servici Sap**
Lighting
1973 · Paola Trucco/Fantastici 4 · IT



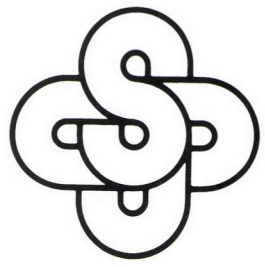
**Broadbents of Southport**
Clothing
1967 · Tony Forster · UK



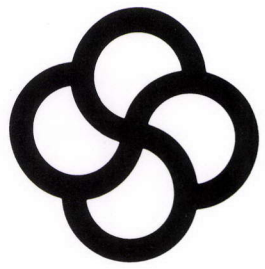
**IUPAC Conference on Physical Organic Chemistry**
1971 · Gisela Buomberger · CH



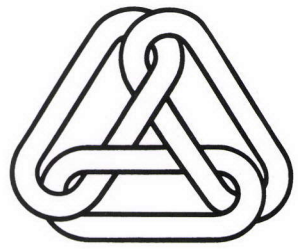
**L. Speich**
Printing
1957 · Heini Fischer · CH



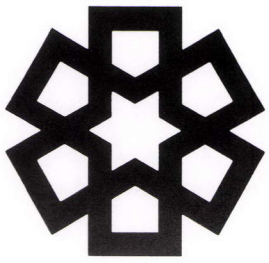
**Systema Leasing**
1978 · Manfred Korten · DE



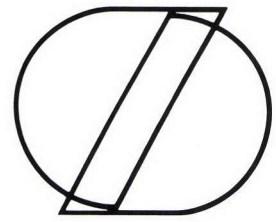
**Swedish Union**
1960s · Bertil Andersson-Bertilson · SE



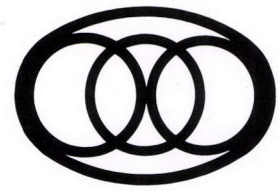
**Union**
Political party
1950s · Heinz Schwabe · DE



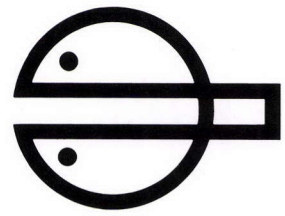
**Japan Six Cities Trade**
Exhibition
1971 · Tomoichi Nishiwaki, Akisato Ueda · JP



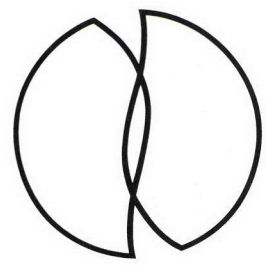
**Instituto de Orientación en Arte, Caracas**
Art academy
1969 · Nedo Mion Ferrario · VE



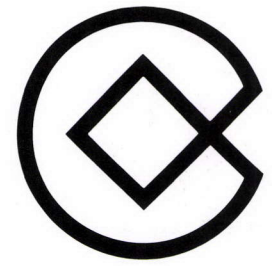
**Unione Mondiale dello Sci Nautico**
Sports association
1968 · Giancarlo Iliprandi · IT



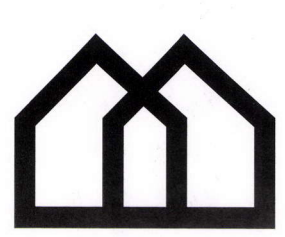
**Fischerei Cürten**
Fishing
1960s · Klaus Winterhager · DE



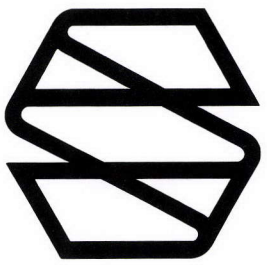
**Birrificio Angelo Poretti**
Brewing
1960s · Michele Provinciali · IT



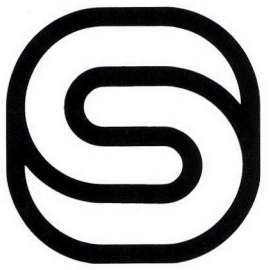
**Compesca**
Fishery
1966 · Alexandre Wollner · BR



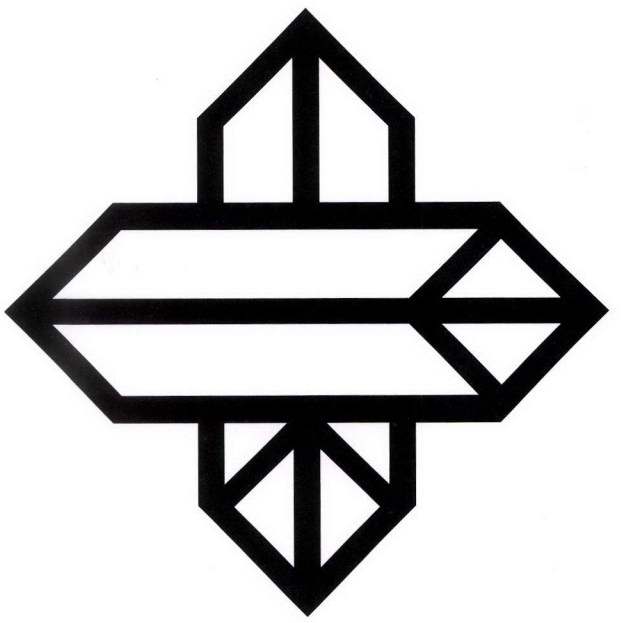
**Panam Propaganda**
Advertising
1959 · Alexandre Wollner · BR



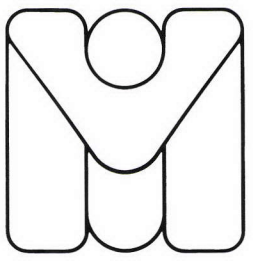
**Sierracin Corporation**
Aircraft parts
1971 · Thomas Ohmer,
Lou Frimkess · US



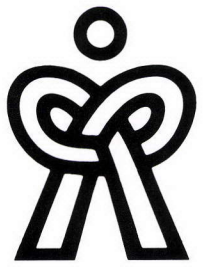
**Security Life**
Insurance
1978 · Clive Gaey · BR



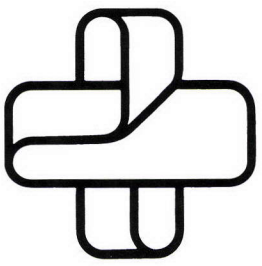
**Otto Harberer**
Ventilation systems
1940s · Paul Sollberger · CH



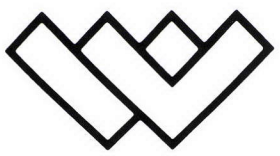
**Verzekerings Maatschappij**
Insurance
1968 · Hartmut Kowalke,
Christine Witt/Total Design · NL



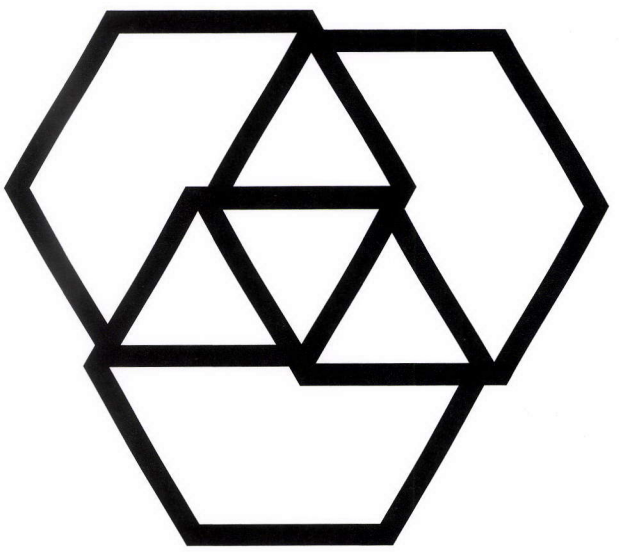
**Brot & Backwarenfabrik Bergen**
Bakers
1965 · Klaus Grosche · DE-GDR



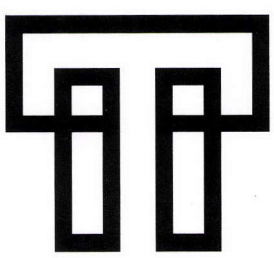
**Tosama Domžale**
Hygiene products
1977 · Ivan Dvoršak · YU



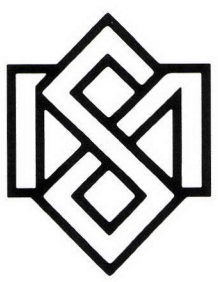
**Westinghouse Learning Corporation**
Education
1967 · Tom Woodward · US



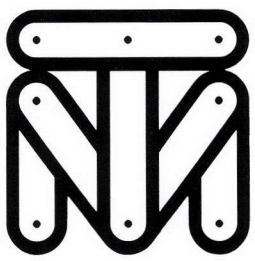
**Trelement-Bau**
Construction company
1963 · Eberhard G. Rensch · DE



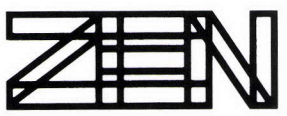
**Iron Trade International**
1978 · Luigi Milani · IT



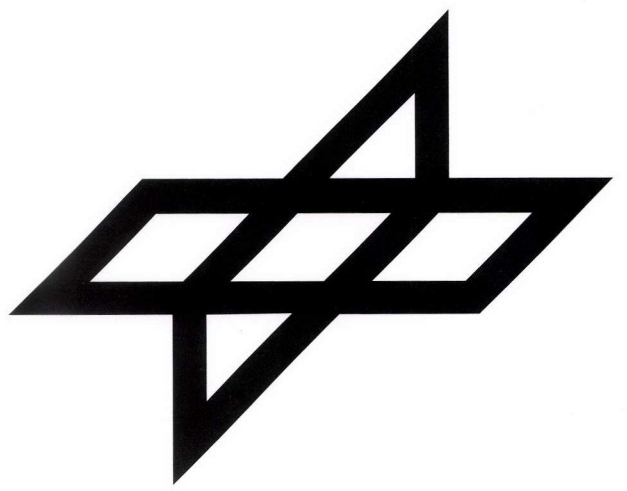
**Molden Seewald**
Publishing
1982 · Hans Schaumberger · AT



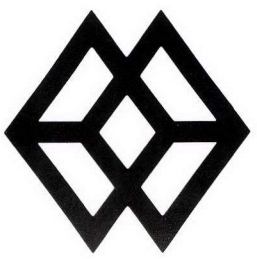
**Mobiltecnica**
Metal furniture
1967 · Piero Sansoni · IT



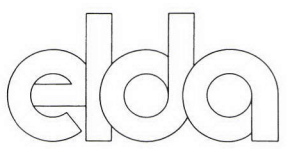
**Zen Environmental Design**
1974 · Takenobu Igarashi · JP



**Deutsche Luft und Raumfahrtgesellschaft**
German aerospace
1975 · Bruno K. Wiese · DE



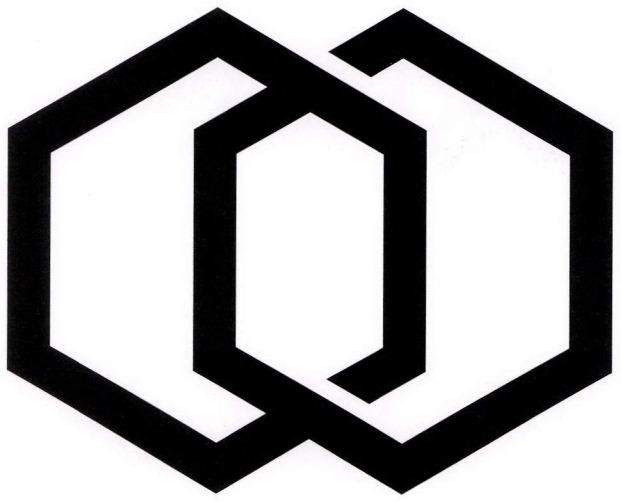
**M&M**
Furniture
1960s · Adolf Flückiger · CH



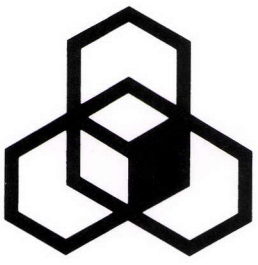
**Elda**
Clothing
1971 · Carla Gard/Delpire-Advico · FR

**Rat des Bezirks Rostock**
City council
1965 · Ludwig Bonitz · DE-GDR

**Lamper**
Metal furniture
1971 · Francesc Guitart · ES

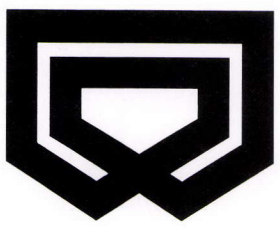


**Polska Firma Handlowa**
Import-export
1960s · Stephan Śledziński · PL

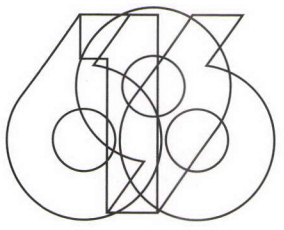


**OKD Konsumverband Solothurn**
Foods
1978 · René Bischof · CH

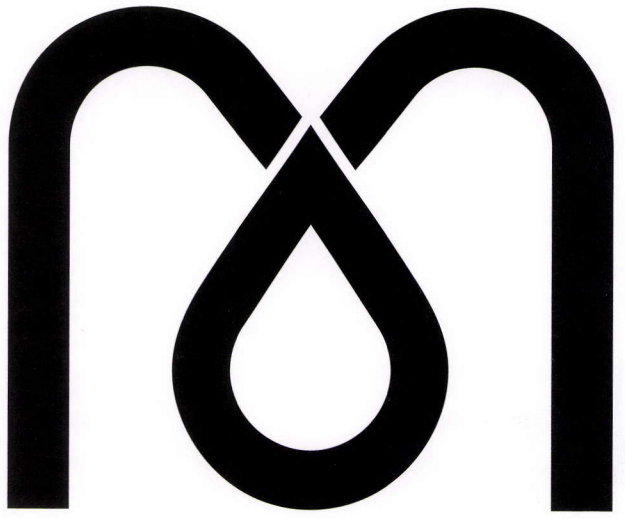
**Bunte Stube Ahrenshoop**
Ceramics
1965 · Georg Hülsse · DE-GDR



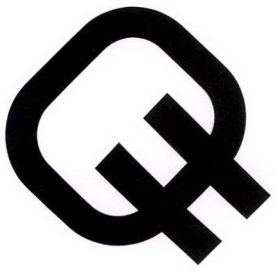
**Promociones Immobiliarias**
Construction company
1965 · Claude Dietrich · PE



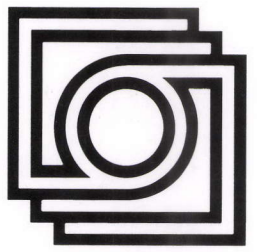
**Packaging Design Magazine**
1966 · Andrew Kner · US



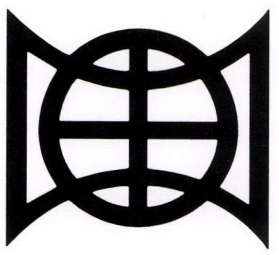
**Metro Sprinkler**
Fire extinguishers
1968 · Appelbaum & Curtis · US



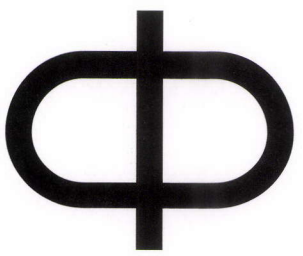
**Ontario Hydro**
Energy supplier
1962 · Allan Robb Fleming · CA



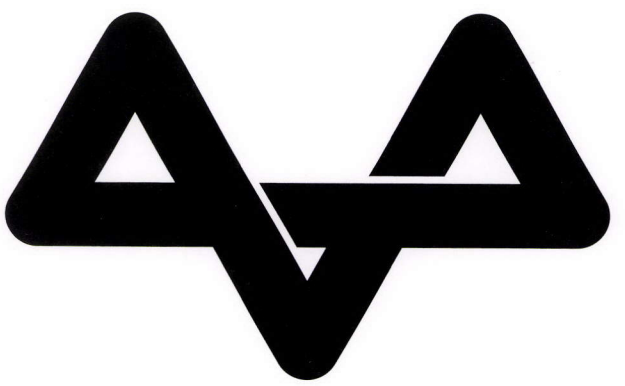
**Infor-Información Organizada**
Advertising
1970 · Nedo Mion Ferrario · VE



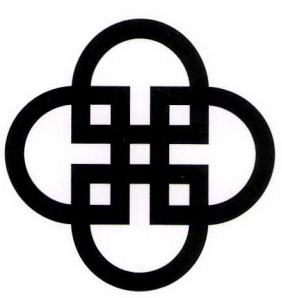
**Panorama**
Exhibition
1965 · Rudolf Graßmann · DE-GDR



**Prospero**
Restaurant
1967 · Silvio Coppola · IT

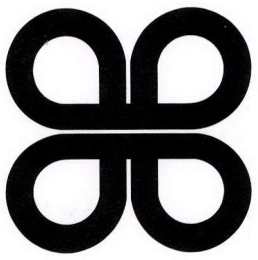


**Laboratório Maurício Villela**
Pharmaceuticals
1960s · Aloísio Magalhães/PVDI · BR

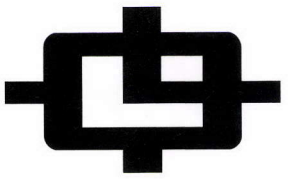


**Deutsches Nährmittelwerk**
Foods
1940s · Gust Hahn · DE

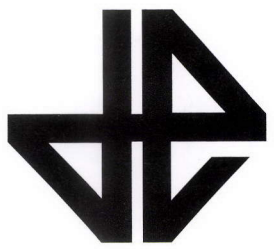
**Sitos-Werke**
Baking powder
1960s · Walter M. Kersting · DE



**G. B. Bernini & Figli**
Furniture
1965 · Walter Ballmer · CH



**Lorenz**
Watches
1964 · Piero Ottinetti · IT

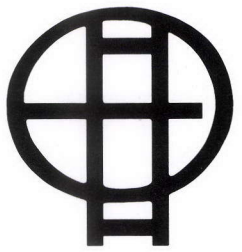


**Jean-Pierre Lamy**
Sunglasses
1967 · Julien van der Wal · CH/FR

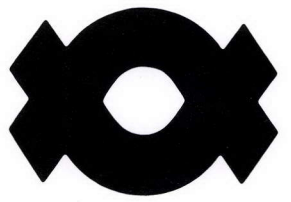
**Clinica Nuestra Señora de Guadalupe**
Hospital
1967 · Gerd Leufert · VE

**Werner Quack Verlag**
Publishing
1926 · Anonymous · DE

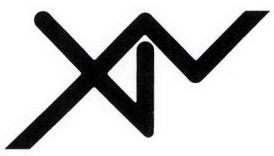
**Hermesbank**
Bank
1940s · Götz Neuke · DE



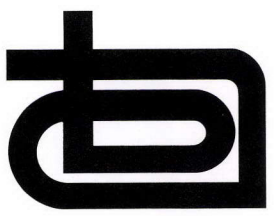
**Yurdaer Altintaş**
Advertising
1960s · Yurdaer Altintaş · TR



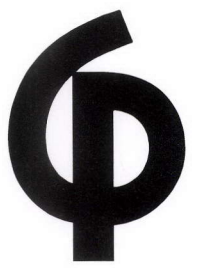
**Kansai Electric**
Energy supplier
1960s · Shichiro Imatake · JP



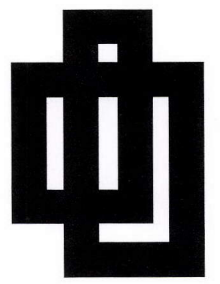
**Sala Mendoza**
Art gallery
1970 · Manuel Espinoza · VE



**Sociedad Bolivariana de Arquitectos**
Society of architects
1968 · Gerd Leufert · VE

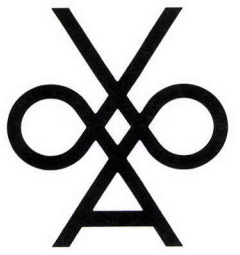


**Petroleum Refinery**
1960s · Tadeusz Pietrzyk · PL

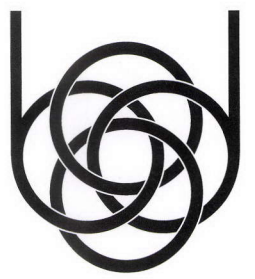


**Emil Daiber**
Picture mounts
1959 · Hanns Lohrer · DE

**Cooperativa Central dos Produtores de Açúcar e Alcool do Estado de São Paulo**
Sugar and alcohol producers union
1960s · Aloísio Magalhães/PVDI · BR



**Valle Alto**
Canned foods
1959 · Nedo Mion Ferrario · VE

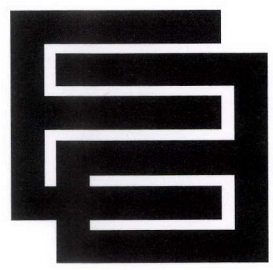


**Blaine Karsten & Deirdre Michael**
Wedding commemoration
1976 · Rockford Mjos · US

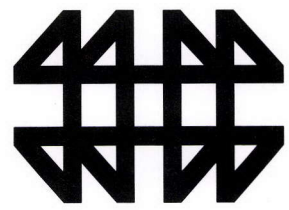
**Stephens Biondi Decicco**
Design
1960s · Stephens, Biondi, Decicco · US

**Cooperativa Central dos Produtores de Leite do Estado de São Paulo**
Milk producers union
1960s · Aloísio Magalhães/PVDI · BR

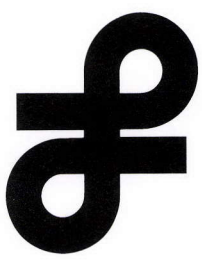
**Westel**
Television recording systems
1966 · G. Dean Smith · US



**Editorial Arte**
Printing
1967 · John Lange · VE

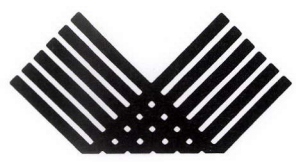


**Instituto Nacional de Cultura y Bellas Artes**
Cultural institute
1965 · Gerd Leufert · VE

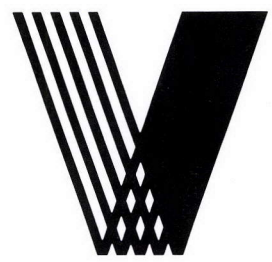


**Laplante et Langevin**
Printing
1968 · Pierre-Yves Pelletier · CA

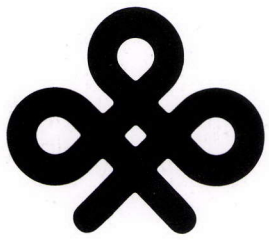
**Suomen Akateeminen Urheiluliitto**
Sports association
1969 · Jukka Veistola, Tapio Korpisaari, Antti Laiho/Sok · FI



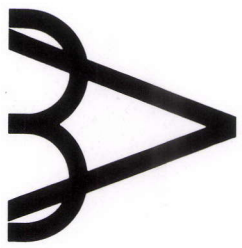
**Vaccari Zincografica**
Printing
1970 · Ivan Vaccari · IT



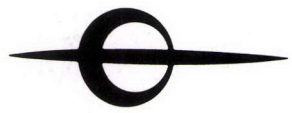
**Osuuskunta Villakunta**
Textiles
1965 · Jukka Pellinen · FI



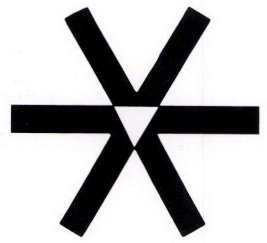
**Suomen Säästöpankkiliitto**
Bank
1968 · Matti Viherjuuri/
Markkinointi Viherjuuri · FI



**Ateneo de Boconó**
Cultural association
1963 · Nedo Mion Ferrario · VE

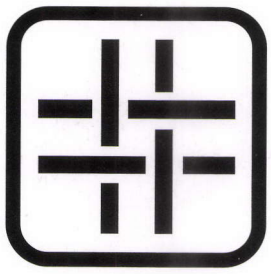


**Telespazio**
Space technology
1967 · Sergio Ruffolo · IT

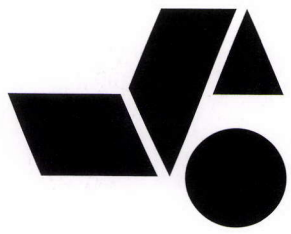


**Vie Design Studios**
1950 · Read Viemeister,
J. Budd Steinhilber · US

**Chiswell Wire Company**
Wire products
1960s · Peter Wildbur · UK

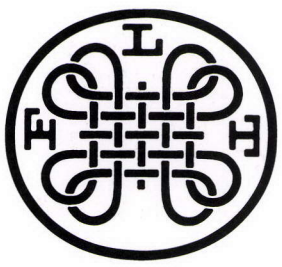


**Burlington Industries**
Textiles
1964 · Chermayeff & Geismar · US

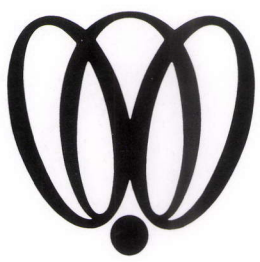


**KMC**
Publishing
1969 · Jiří Rathouský · CZ

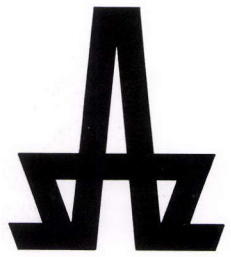
**Bank of Yokohama**
1956 · Yoshio Hayashi · JP



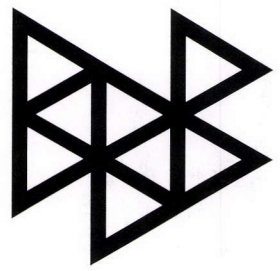
**F. Lorenz Handweberei und Textilien**
Textiles
1940s · Kurt Wirth · CH



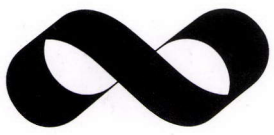
**Theodor Blitz Wäschefabrik**
Lingerie
1965 · Fritz Bonß · DE-GDR



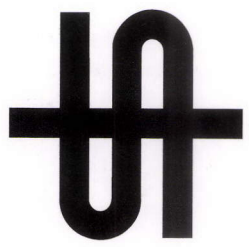
**Armaturenwerk**
Fittings
1965 · Henry Siebert · DE-GDR



**Burkhardt Buchdruck**
Printing
1962 · Hans Hartmann · CH

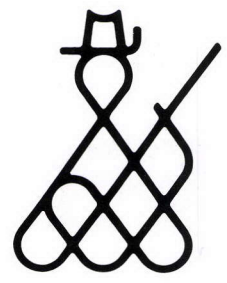


**Swedish Consumers Cooperative**
1967 · Björn Petersson, Paul
Persson/Annonsbyrån Svea · SE

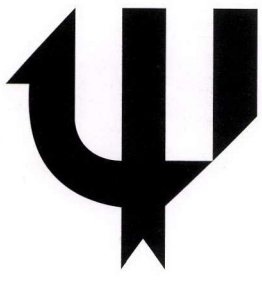


**Tikkaustuote**
Textiles
1966 · Rolf Christianson · FI

**Pramassolwerk**
Chemicals
1965 · Walter Seifert · DE-GDR



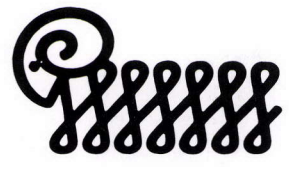
**Arthur Jäger**
Clothing
1965 · Karl-Jürgen Härtel · DE-GDR



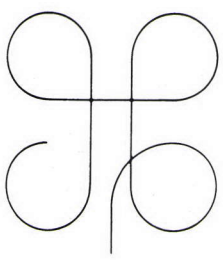
**Animex**
Import-export
1962 · Leon Urbanski · PL

**H. O. Persiehl**
Printing
1932 · Anonymous · DE

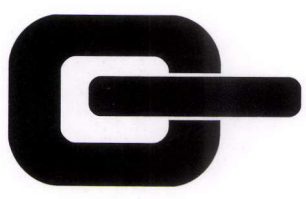
**The Empire Life Assurance Company**
Insurance
1968 · James D. Taylor/
Rous & Mann Press · CA



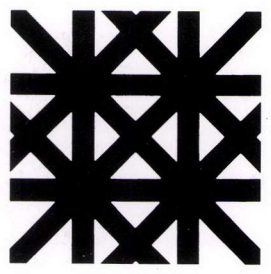
**Ministerium für Handel
und Versorgung Arkalaine**
Trade association
1965 · Ingo Arnold · DE-GDR



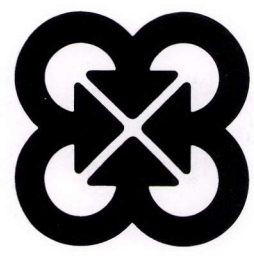
**Club Hanataba**
Nightclub
1956 · Takeshi Otaka · JP



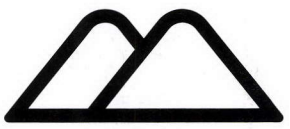
**Goldmann Cegos**
Trading center
1969 · Carlo Bruni · IT



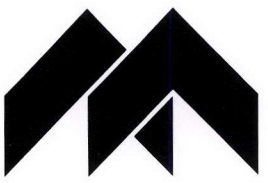
**Olivetti Elea 9003**
Electronics
1960s · Ettore Sottsass · IT



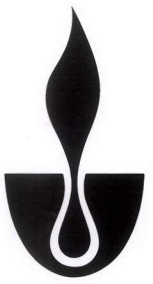
**Unión de Centros de la Edificación**
Urban engineering
1968 · José Baqués · ES



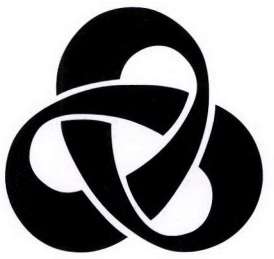
**Werres & Geuertz**
Rental cars
1954 · Hans Karl Rodenkirchen · DE



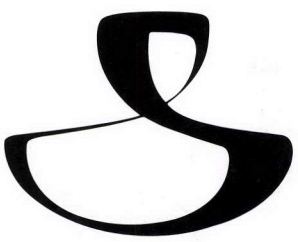
**Henry S. Miller**
Real estate
1967 · Crawford Dunn · US



**The East Ohio Gas Company**
Gas supplier
1960s · Lester Beall · US



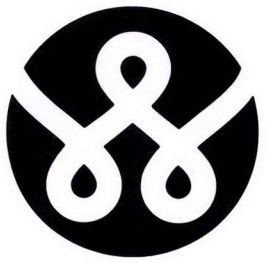
**Unibanco**
Bank
1964 · PVDI · BR



**Wilhelm Schröder Buchdruckerei**
Printing
1954 · Hans Karl Rodenkirchen · DE

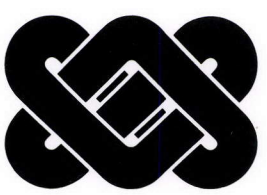
**Association Grands et Jeunes d'Aujourd'hui**
Artists association
1971 · Pham Ngoc Tuan · FR

**Prolansa**
Wire products
1969 · Claude Dietrich · PE

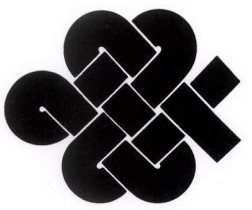


**Wirkmaschinenbau Apolda**
Engineering
1965 · Fritz Deutschendorf · DE-GDR

**Wel-tex**
Textiles
1970 · Franciszek Winiarski · PL

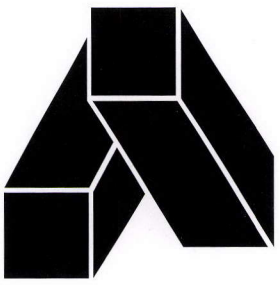


**Administración y Proyectos**
Investment
1969 · Ribas & Creus · ES



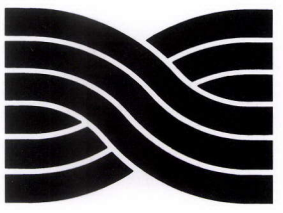
**Toyo Rayon**
Synthetic fibers
1960s · Yoshitaro Isaka, Keiko Takemura · JP

**International Geomarine Corporation**
Offshore mining
1967 · Detlef Hallerbach · US

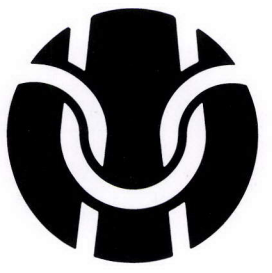


**Architekturbüro Hans Bosshard**
Architecture
1977 · Odermatt+Tissi · CH

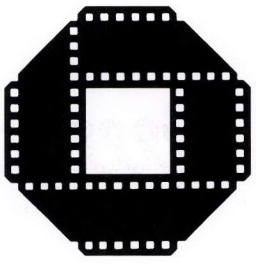
**Wacoal Corporation**
1977 · Landor Associates · US



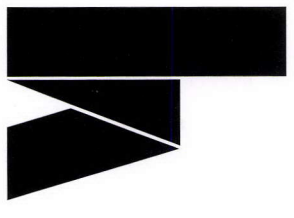
**Casa de la Amistad**
Social organization
1978 · Félix Beltrán · CU



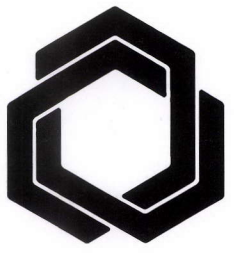
**PGH Harzer**
Clothing
1965 · Horst Jacob · DE-GDR



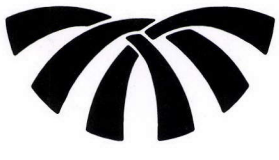
**Cinema of the University of California**
1971 · Harry Murphy, Bud Thon/
Harry Murphy & Friends · US



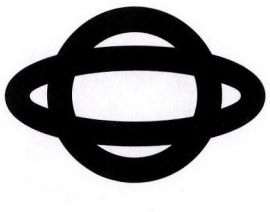
**Percy Haynes & Co.**
Stationery
1960s · Fletcher, Forbes, Gill · UK



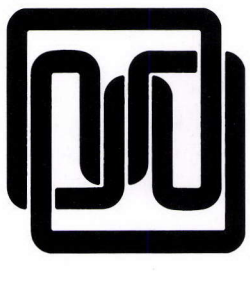
**National Arts Centre, Ottawa**
1967 · Ernst Roch/
Design Collaborative · CA



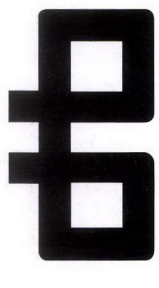
**Empetur Empresa de Turismo de Pernambuco**
Travel agency
1968 · Joaquim Redig · BR



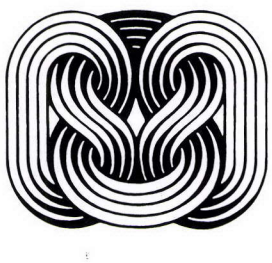
**Cooperative Kopernik**
Metalworks
1965 · Wladyslaw Brykczynski · PL



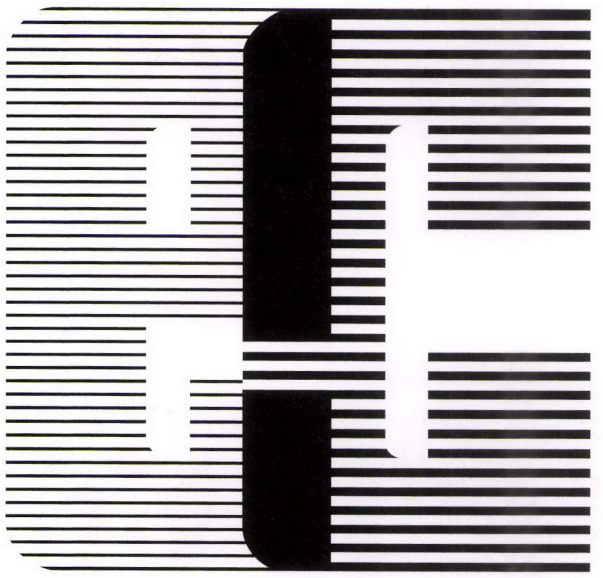
**International Leather Workers Union**
1971 · Ann Crews · US



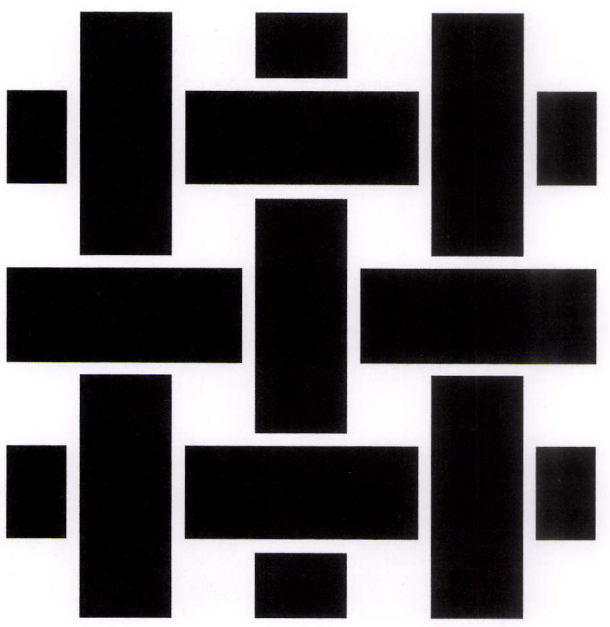
**Perfect Bindery**
Bookbinding
1960s · Aero Press · US



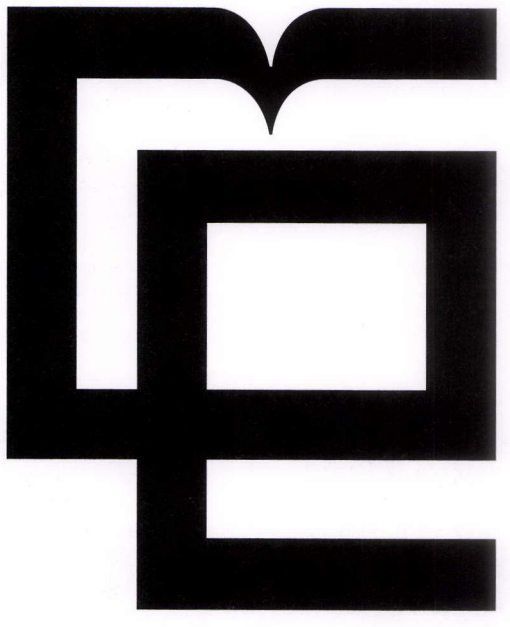
**Stella-Meta Filters**
Water filtration
1972 · Tor A. Pettersen/
Lock Pettersen · UK



**Eurocheque**
Banking
1968 · Heinz Schwabe · DE



**Jack Lenor Larsen**
Textiles
1962 · James S. Ward, Arnold Saks · US



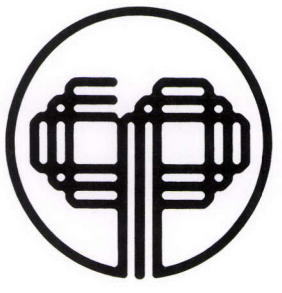
**National Economics Editions**
Publishing
1966 · Franciszek Winiarski · PL

**Lausitzglas Weißwasser**
Glass
1965 · Gretel Salomo · DE-GDR

**Österreichischer Gewerbeverlag**
Publishing
1948 · Anonymous · AT

**Sørliemøbler**
Furniture
1960s · Anonymous · NO

**Studio per Industria Tessuti**
Textile design
1960s · M. Schneider/Studio Boggeri · IT



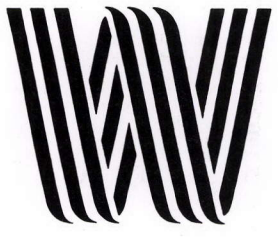
**Industrial and Commercial Property Construction**
1976 · Charlotte Potts · US

**Hanf- und Leinenverkaufsgesellschaft**
Hemp and linen
1940s · Hermann Eidenbenz · CH

**KUED Channel 7 PBS, Utah**
Broadcasting
1976 · Michael Richards, Allen Loyborg · US

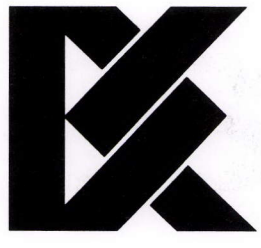
**Nakladatelstvi Svoboda**
Publishing
1968 · Jiří Rathouský · CZ

**Colecciones Venezolanas**
Art exhibition
1969 · Manuel Espinoza · VE



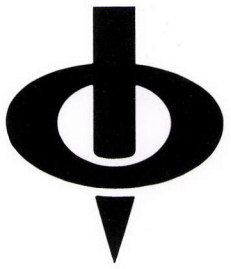
**Cooperative Walter**
Textiles
1968 · Wladyslaw Brykczynski · PL

**Società Pubblicità Editoriale**
Advertising
1982 · Giancarlo Iliprandi · IT

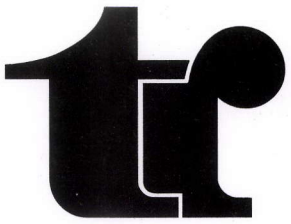


**Diseñadores Comerciales**
Design
1963 · Amand Domènech · ES

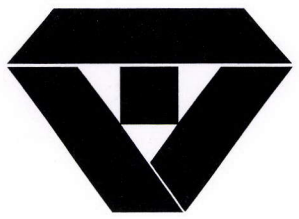
**Transport Handelsgesellschaft**
Transportation
1965 · Herbert Prüget · DE-GDR



**Weißensee Maschinenbau**
Engineering
1965 · Horst Jacob · DE-GDR

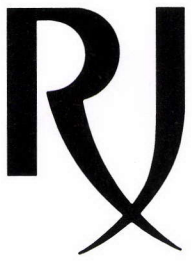


**Tapeten-Ring**
Wallpaper manufacturers
trade association
1972 · Siegfried W. Küchler · DE

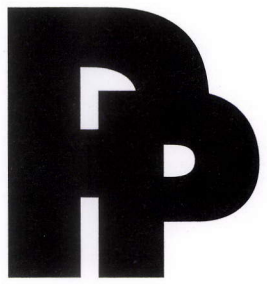


**Tekniska Verken**
Electronics
1970 · Ove Engström · SE

**GB**
Vinyl production
1960s · Jiří Rathouský · CZ

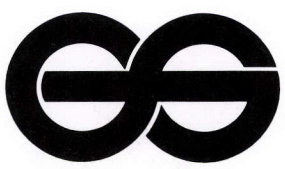


**Editions René Julliard**
Publishing
1957 · Marcel Jacno · FR

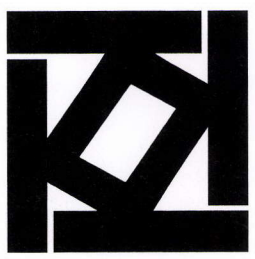


**Pattloch Verlag**
Publishing
1976 · Klaus Imhoff · DE

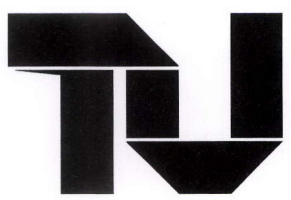
**Pentamarmi**
Marble quarries
1972 · Mimmo Castellano · IT



**GS Eisengießerei**
Iron foundry
1970s · Heiko Groschke · DE

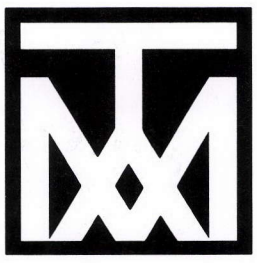


**Kristjan Kristjansson**
Design
1960 · Kristjan Kristjansson · IS

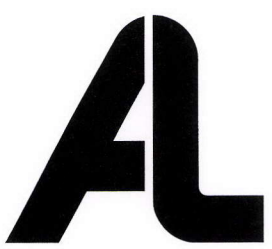


**Urbanistico Territoriale**
Urban development
1970 · Michele Spera · IT

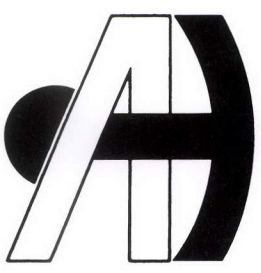
**C.O.N.I.**
National Olympic committee
1970 · Mimmo Castellano · IT



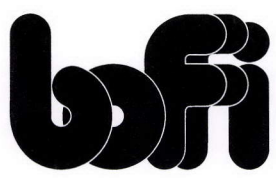
**Toninelli**
Art gallery
1960s · Erberto Carboni · IT



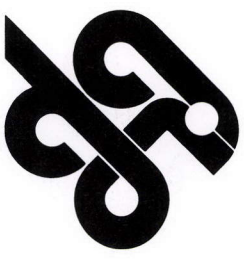
**Argo Lumber**
Building materials
1968 · Ron Richards · CA



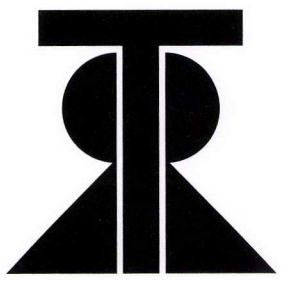
**Aldus Books**
Publishing
1966 · Romek Marber · UK



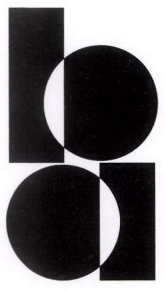
**Boffi**
Interior fittings
1971 · Mimmo Castellano · IT



**Centre National des Arts**
Theater
1969 · Raymond Bellemare · CA

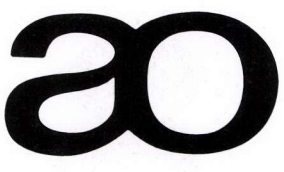


**Robin Tuff Associates**
Security services
1970 · Leslie Smart · CA

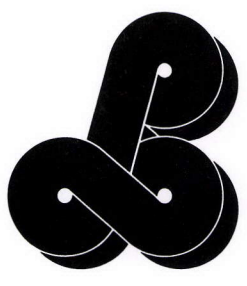


**British Aluminium**
1959 · Abram Games · UK

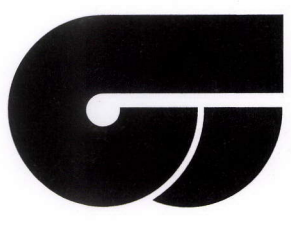
**Shearson Hammill**
Investment
1963 · Philip Gips/Gips & Danne · US



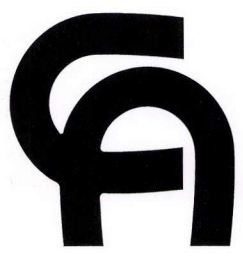
**Hotel Ambasador, Opatija**
1965 · Grega Košak · YU



**Lucassen**
Furniture
1967 · Tel Design Associated · NL



**Canada Wire and Cable Company**
Cabling
1969 · René Demers/
Hiller Rinaldo Associates · CA

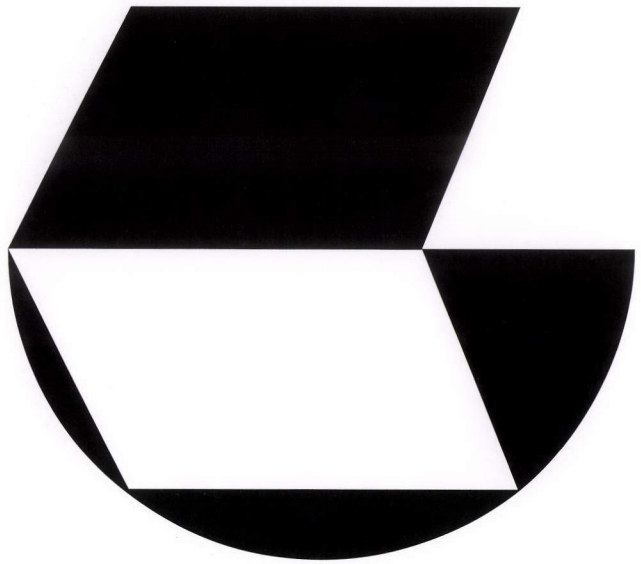


**Crédit Agricole**
Bank
1969 · Raymond Gid · FR

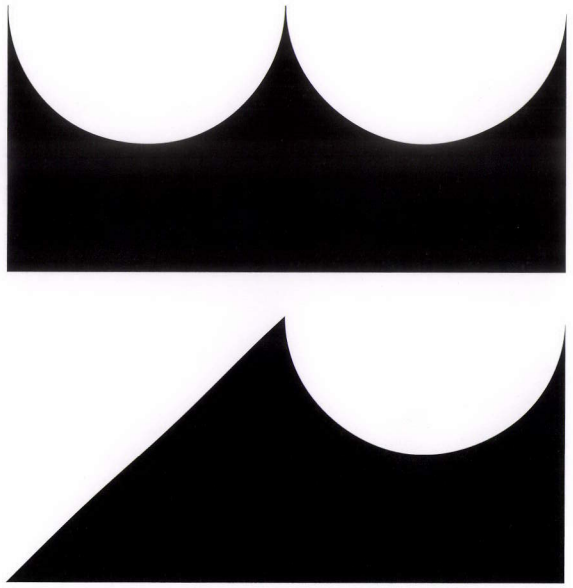
# Positive/ Negative

# Positiv/ Negativ

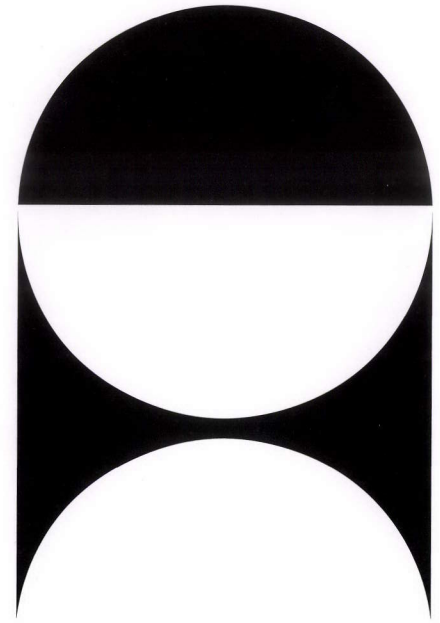
# Positif/ Négatif



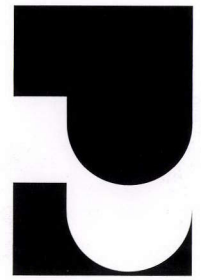
**Openbare Bibliotheek**
Public library
1958 · Ralph Prins · NL



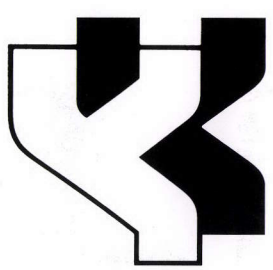
**Bayerischer Rundfunk**
Broadcasting
1962 · Richard Roth · DE



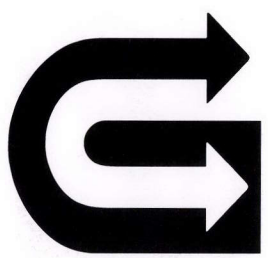
**Polar International Brokerage**
Investment
1962 · Eckstein-Stone · US



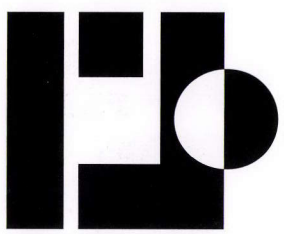
**Promociones Pando**
Construction company
1981 · Elías García Benavides · ES



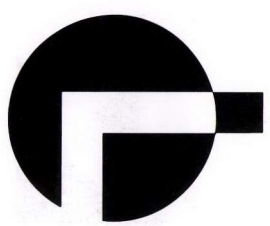
**Yamamura Senkaku**
Leather dyeing
1980 · Kuniharu Masubuchi, Ikuo Masubuchi · JP



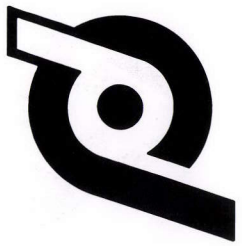
**Untergrundbahn**
Public transport (proposed design)
1960s · Hans Weckerle · DE



**Ditta Commerciale**
1960s · Aldo Novarese · IT

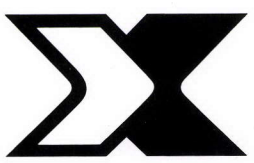


**Nihon LCA**
Management consultancy
1983 · Akira Hirata, Koji Mori, Namiko Nishida · JP

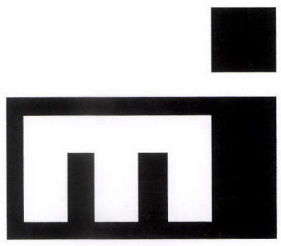


**Plattenspielerwerk Delphin**
Turntables
1965 · Wolfgang Kroh · DE-GDR

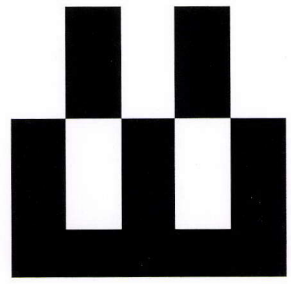
**Fritz Steck**
1950s · Eugen & Max Lenz · CH



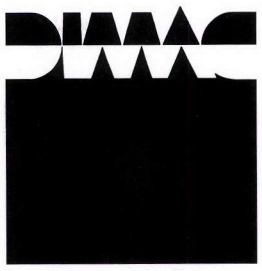
**Xerca**
Publishing
1969 · Rémy Peignot · FR



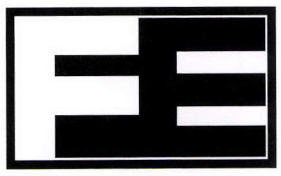
**Mantelbeton-Isolierschalung**
Cement
1960s · Hans-Joachim Brauer · DE



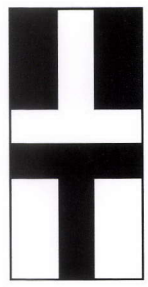
**Wallace & Hess Studio**
Design
1962 · Hess & Antupit · US



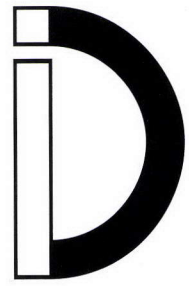
**DIMAC**
Mexican designers association
1972 · Ernesto Lehfeld · MX



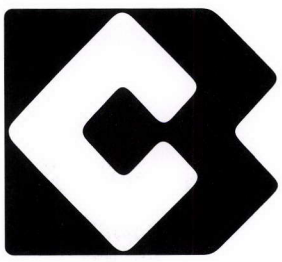
**François Engel**
Photography
1968 · Philippe Gentil · FR



**Truninger Kopiermaschinen**
Photocopiers
1966 · Gisela Buomberger · CH

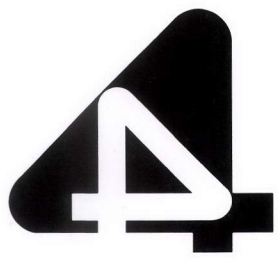


**ID**
Office furniture
1964 · Ina Kershen · US

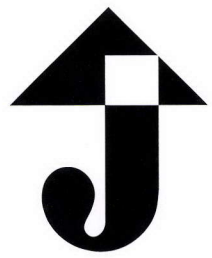


**Centrade Bank**
1970 · Eugen & Max Lenz · CH

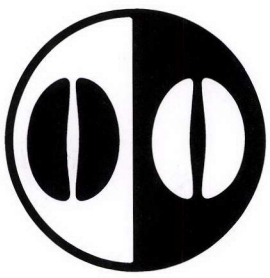
**Autogarage Anderegg**
Automobile garage
1950s · Karl J. Weiss · CH



**F.lli Dioguardi**
Construction company
1963 · Mimmo Castellano · IT

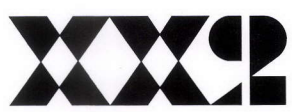


**Pflanzenfettkombinat Velten**
Foods
1965 · Conrad Priem · DE-GDR

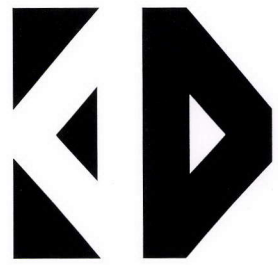


**Bero-Kaffee & Extrakt**
Coffee
1965 · Otto Kietzmann · DE-GDR

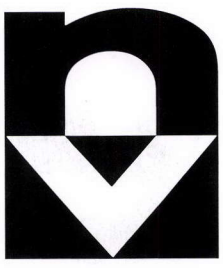
**Chance Vought Aircraft**
Aircraft technology
1960s · Lester Beall · US



**Galería 22**
Art gallery
1968 · Gerd Leufert · VE

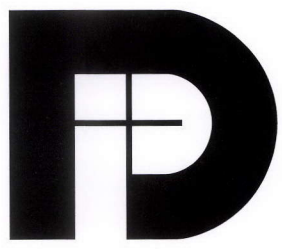


**Davis Delany**
Printing
1960s · A. Ross, B. Thompson · US

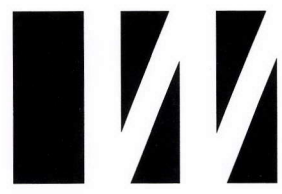


**Neckermann**
Mail-order (proposed design)
1960s · Robert Berndt · DE

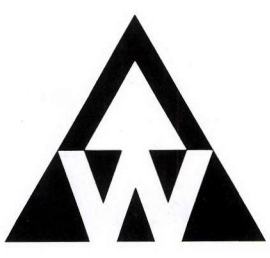
**Fiedler Fabrics**
1960s · Anonymous · DK



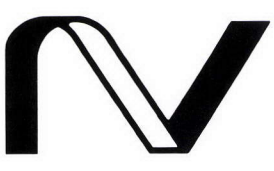
**Fairfield & Dubois**
Architecture
1971 · Hans Kleefeld/
Stewart & Morrison · CA



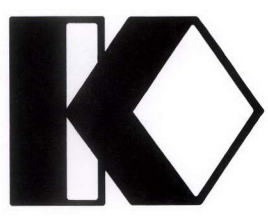
**IW**
1960s · M. Schneider/
Studio Boggeri · IT



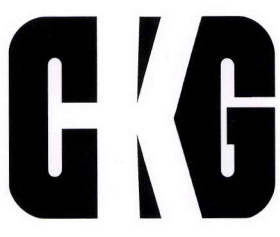
**Western Gypsum**
Building materials
1960s · Lester Beall · US



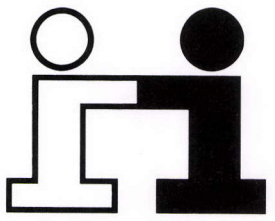
**Nieswand Verlag**
Publishing
1986 · Anonymous · DE



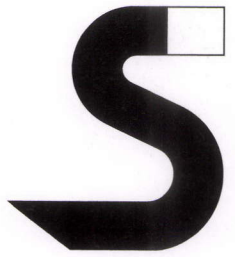
**Kartonagefabrik**
Packaging materials
1950s · Gust Hahn · DE



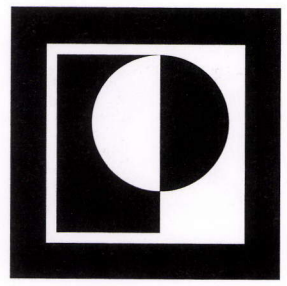
**CKG**
Real estate
1975 · Masatoshi Shimokawa · JP



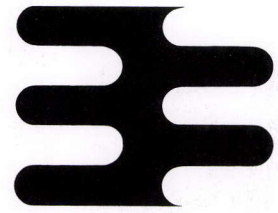
**Ideal Lebensversicherung**
Insurance
1963 · Erich Unger · DE



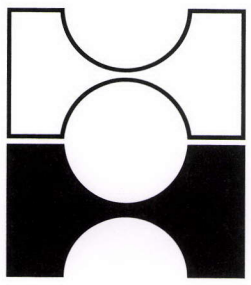
**Schiffini**
Kitchens
1964 · Ennio Lucini · IT



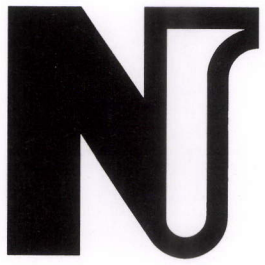
**Primistères**
Grocery
1970 · Lonsdale Design · FR



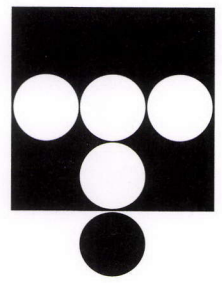
**Stahl für die Welt von Morgen**
Steel congress
1965 · Anonymous · DE



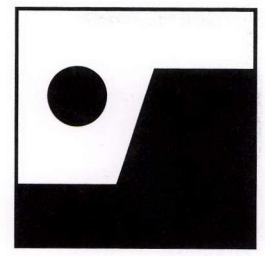
**Hans Hesse**
Architecture
1968 · M. van Winsen · NL



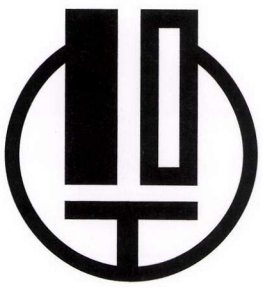
**Novamedical**
Pharmacy
1964 · Piero Sansoni · IT



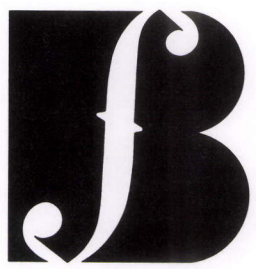
**Tosho**
Printing
1968 · Mitsuo Katsui · JP



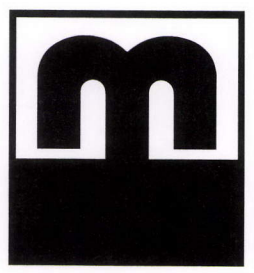
**Tekstil-Opplysning**
Textiles
1967 · Per Einar Eggen/
Alfsen, Becker & Bates · NO



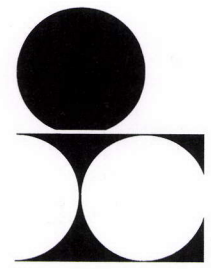
**Batterien- und Elementefabrik Tabarz**
Batteries
1965 · Martin Rosette · DE-GDR



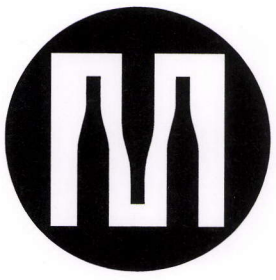
**Fiol-Biblioteket**
Book series
1966 · Morten Peetz-Schou,
Bent Danielsen · DK



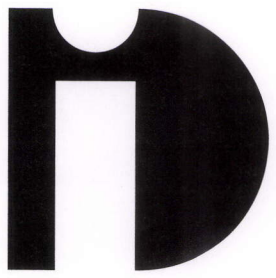
**Melnor Industries**
Gardening equipment
1964 · Stanley Eisenman,
David Enock · US



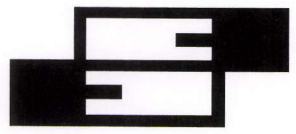
**Inco International Consultants**
Advertising
1968 · Hans Lambach · DE



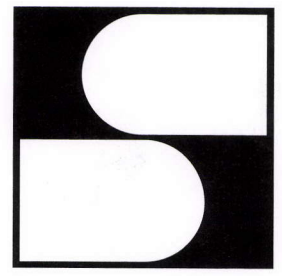
**Mecklenburgische
Getränke- und Konservenfabrik**
Beverages and canning
1965 · Heinz Kippnick · DE-GDR



**Escuela de Diseño, Mexico**
Design school
1970 · Lance Wyman · US

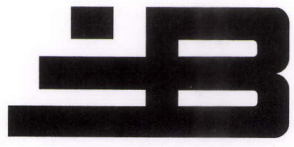


**Holzgroßhandel Stenicka**
Wholesalers
1960 · Hans-Joachim Brauer · DE



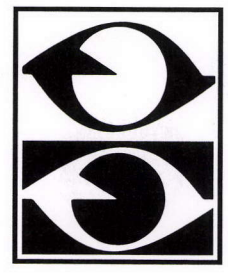
**Staff & Schwarz Leuchtenwerk**
Lighting
1965 · Anonymous · DE

**FG Papiergroßhandlung**
Paper
1950 · Heinz Hadem · DE

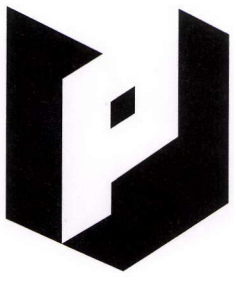


**Foire Internationale de Bruxelles**
Trade fair
1965 · Luc Van Malderen · BE

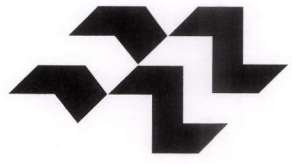
**Arkana-Verlag**
Publishing
1970 · Rolf Arnold · DE



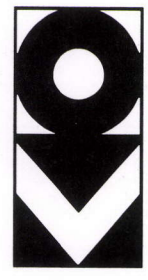
**Vereinigung Selbstständiger
Augenoptikermeister**
Opticians association
1970s · Anonymous · DE



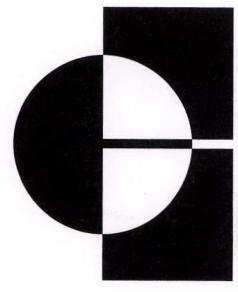
**Packungswerk Hamburg**
Packaging
1963 · Philipp Karl Seitz · DE



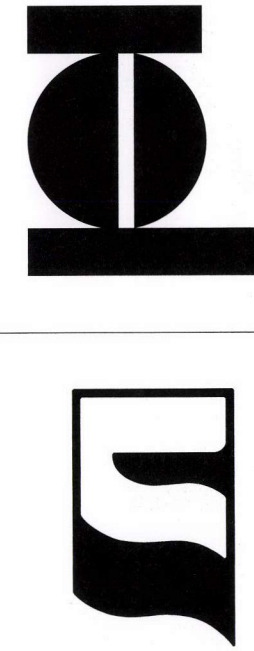
**Minnesota Mutual Life**
Insurance
1977 · Peter Seitz, Hideki Yamamoto · US



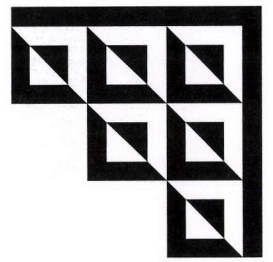
**Osang Verlag**
Publishing
1979 · Hugo Ballon · DE



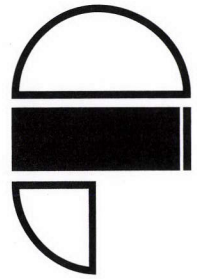
**Express Forwarding and Storage**
Postal services
1957 · Fischer-Nosbisch · DE



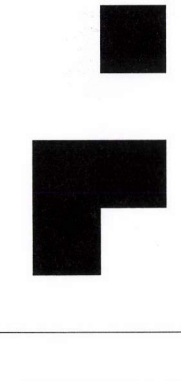
**Reynaldo Da Costa**
Design
1966 · Reynaldo Da Costa · VE



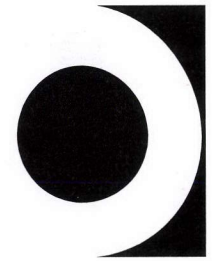
**Ferrero Süsswaren**
Confectionery (proposed design)
1960s · Eugen & Max Lenz · CH



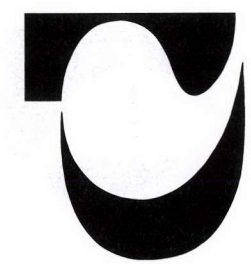
**Asociación de Industriales de Artes Gráficas**
Printers union
1968 · Gerd Leufert · VE



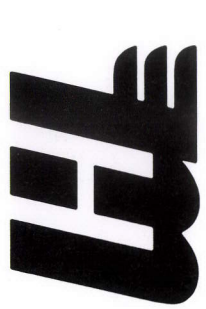
**Jakob Lauri**
Photo supplies
1960 · Therese Aeschberger-Sollberg/ Atelier Eduard Weber · CH



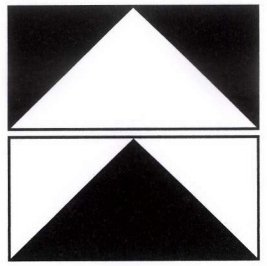
**Svensk Bilprovning**
Automobile safety tests
1966 · Lars Bramberg · SE



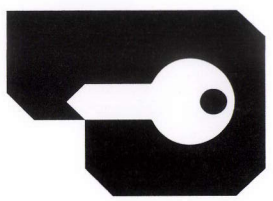
**Petrochemia**
Chemicals
1960s · Władysław Brykczynski · PL



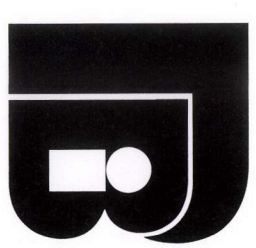
**Hala Mirowska**
Department store
1964 · Roman Duszek · PL



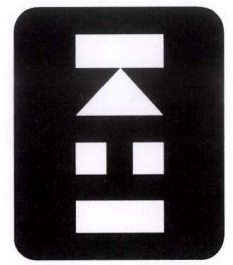
**Kossuth Könykiadó**
Publishing
1969 · Judit Erdélyi · HU



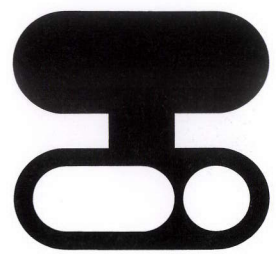
**Kurt Peyer**
Real estate
1976 · Jost Hochuli · CH



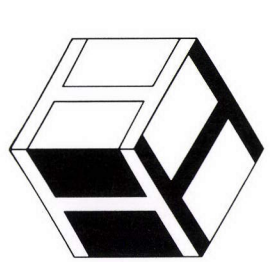
**Peninsula Brokers**
Real estate
1982 · Alvin Joe · US



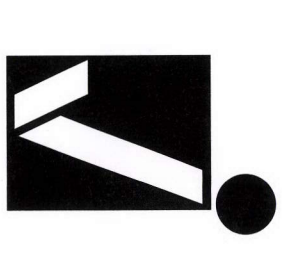
**Kollar Heinz**
Brokers
1975 · James Lienhart · US



**Hasegawa Interior**
Interior design
1974 · Akisato Ueda · JP



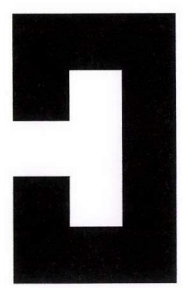
**Harrison Wholesale Company**
1967 · H.B. Smith, Franz Altschuler · US



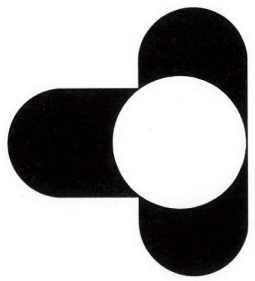
**Axel Juncker Verlag**
Publishing
1958 · Herbert Stengel · DE



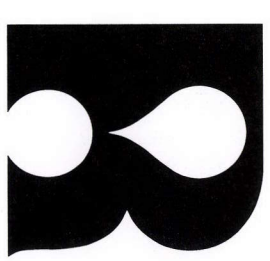
**Vär-Sas**
Plastics
1979 · István Szekeres · HU



**Canada Trust**
Bank
1971 · Manfred Gotthans, Chris Yaneff · CA



**Tokyo Central Museum**
1971 · Kazumasa Nagai · JP

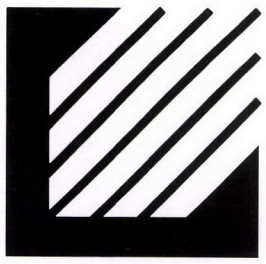


**Bill Rolle & Associates**
Public relations
1978 · Pat Taylor · US

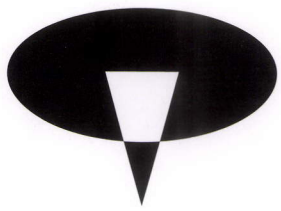
**A good logo can be a very effective trademark for a company, institution, exhibition or event, making any further written explanation superfluous. The logo must be simple and must embody a forceful representation of the subject or object, and its shape must be memorable and easy to understand.**
Josef Müller-Brockmann

**Ein gutes Signet kann für eine Firma, Institution, Ausstellung oder Veranstaltung ein sehr wirkungsvolles Kennzeichen sein, das jede weitere textliche Erklärung überflüssig macht. Einzige Voraussetzung: Das Signet muss einfach sein, das zwingende Sinnbild des Themas oder Gegenstandes in sich tragen und seine Form muss leicht zu erfassen und einprägsam sein.**
Josef Müller-Brockmann

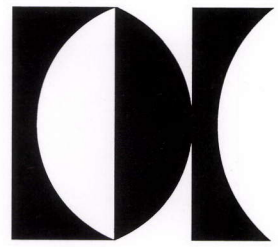
**Pour une entreprise, une institution, une exposition ou un événement, un bon insigne peut devenir un signe de reconnaissance très efficace qui rend superflue toute autre forme d'explication écrite. Seule condition : l'insigne doit être simple, il doit porter en lui le symbole évident du sujet ou de l'objet, et sa forme doit être facile à lire et à retenir.**
Josef Müller-Brockmann



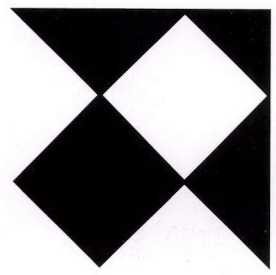
**Notec**
Linen
1966 · Emilia Nozka-Paprocka · PL



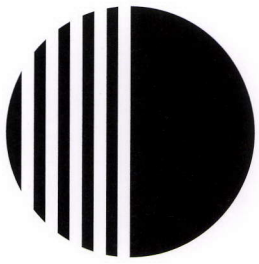
**Lindell**
Art supplies
1959 · Inkeri Vallioja · FI



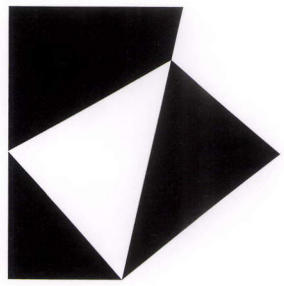
**Old**
Photolithography
1969 · Walter Del Frate · IT



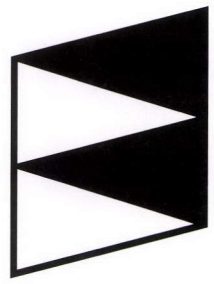
**Aerlod Teoranta**
Airline
1960s · Richard Geiger/Signa · IE



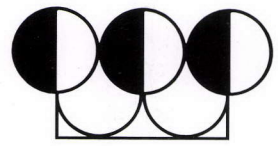
**Dřevokombinát**
Timber
1969 · František Bobáň · CZ



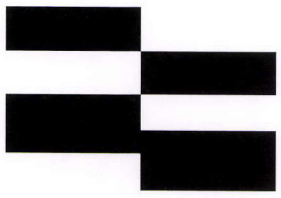
**Stadt Neuhausen am Rheinfall**
City identity
1971 · Peter G. Ulmer · CH



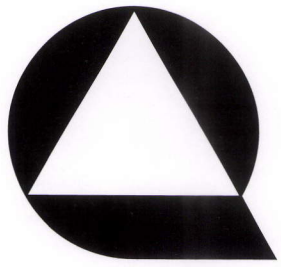
**Wirtschaft und Werbung**
Publishing
1950s · Anonymous · DE



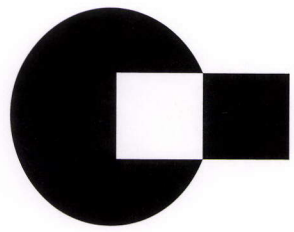
**Antonio Corona**
Photocopiers
1964 · Carmelo Cremonesi/
Stile-Advertising · IT



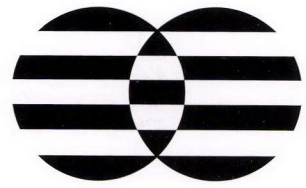
**Jugoslovenski Institut za Urbanizam**
Urban planning
1969 · Nenad Novakov · YU



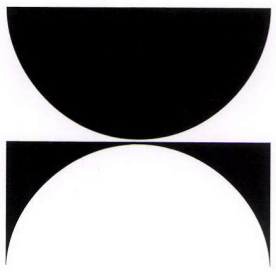
**Asturquimica**
Chemicals
1974 · José Santamarina/
Elias & Santamarina · ES



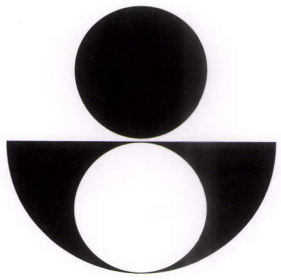
**Mobília Contemporanea**
Furniture
1964 · Willys de Castro · BR



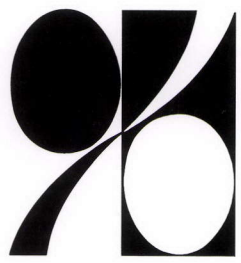
**Petrochemia**
Petroleum refinery
1960s · Jerzy Cherka · PL



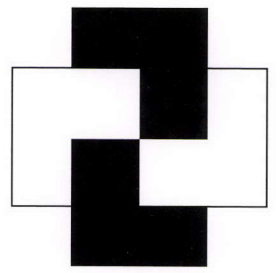
**Vega**
Optical products
1964 · Meta Vrhunc · YU



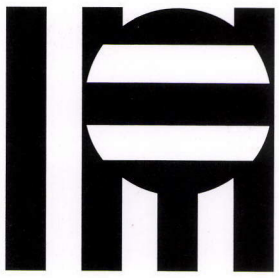
**Nichi Foods**
Restaurant
1979 · Kazumasa Nagai · JP



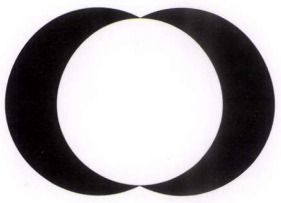
**Union des Moulins à Huile de Provence**
Vegetable oil manufacturers union
1964 · Design Groupe Viaud · FR



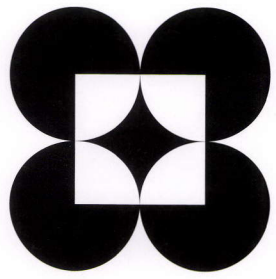
**Tage Poulsens Møbelsnedkeri**
Furniture
1960s · Anonymous · DK



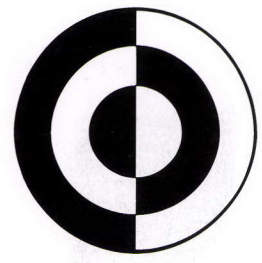
**Interplan**
Interior design
1964 · James Lienhart/RVI Corp. · US



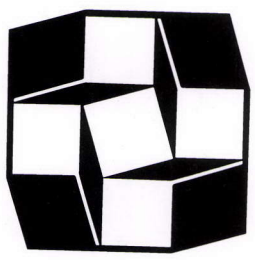
**Konishiroku Photo Industry**
Photographic equipment
1973 · Kazumasa Nagai · JP



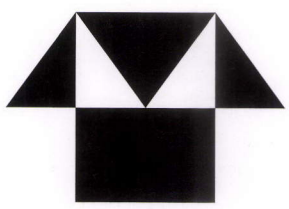
**Kurt Versen**
Lighting
1963 · Rudolph de Harak · US



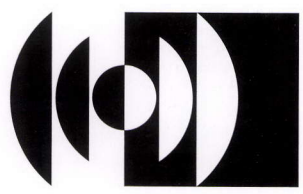
**Mitsui Knowledge Industry**
Communications
1971 · Gan Hosoya · JP



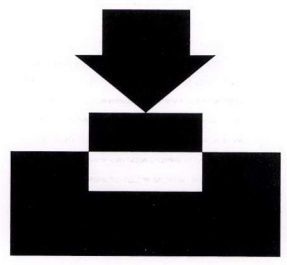
**Venezuelan Pavilion,**
**Expo '64-'65, New York**
World's fair stand
1964 · Gerd Leufert · VE



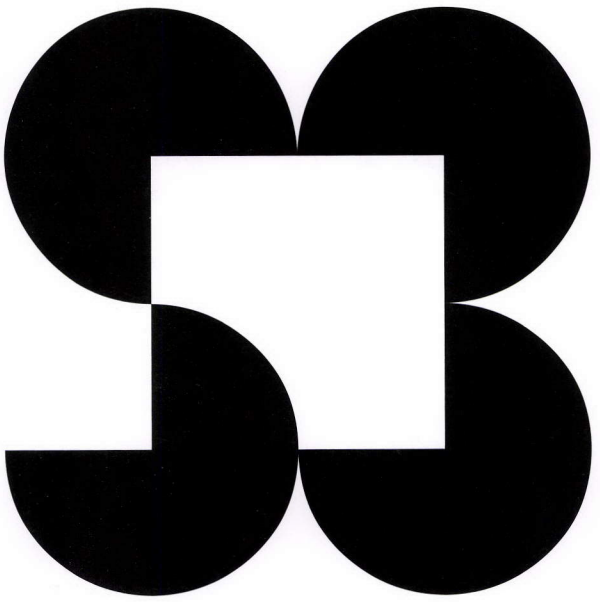
**Maebara Coating**
1983 · Yasaburo Kuwayama · JP



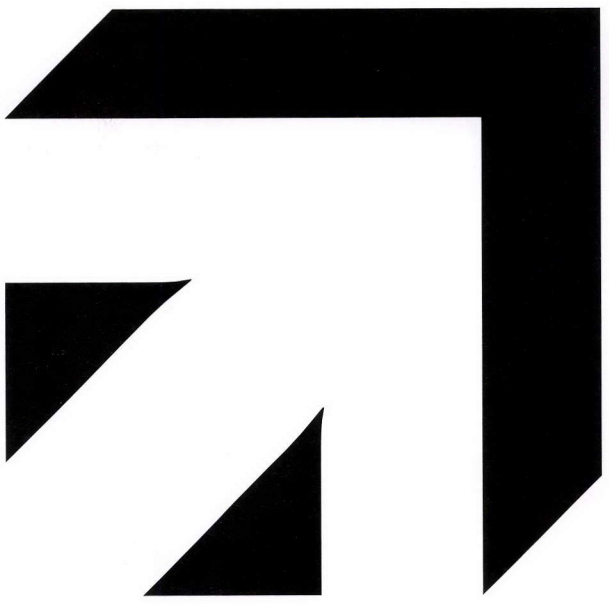
**Montarbo Elettronica**
Acoustic devices
1970 · Walter Hergenröther · CH



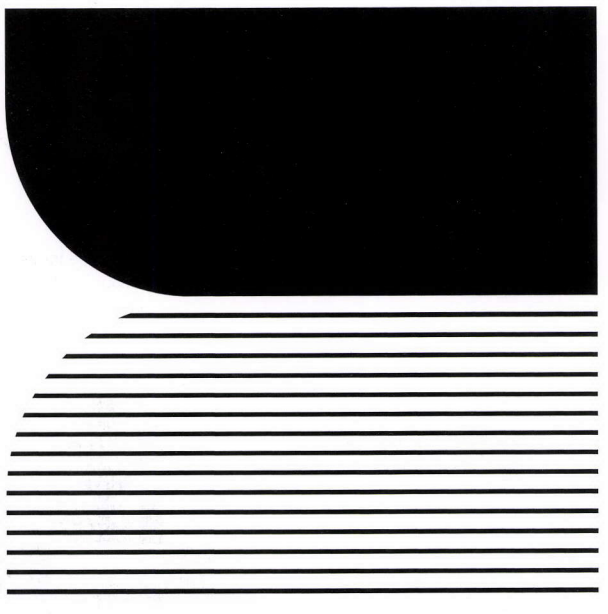
**Werkzeugmaschinenwerke, Chemnitz**
Machine tools
1965 · Wolfgang Hoepfner · DE-GDR



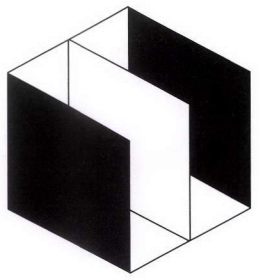
**Sandra Berler**
Photography gallery
1970s · Lance Wyman · US



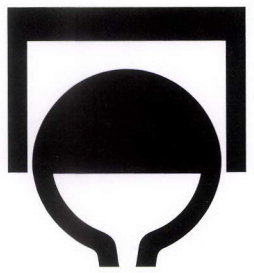
**Berlin Display Studios**
Interior design
1970 · Jürgen Naurath, Ulrich Rechner · DE



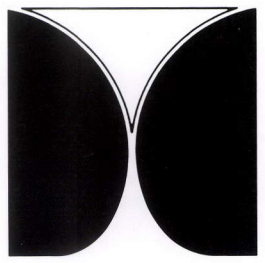
**Circolo Nautico Imperia**
Yacht club
1972 · Giovanni Brunazzi · IT



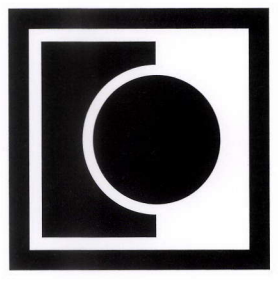
**Ed Toyda**
Real estate
1972 · Francesc Guitart · ES



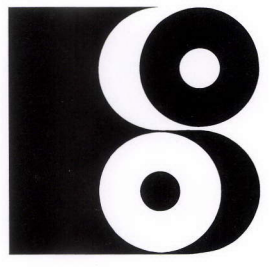
**Gebrüder Sulzer**
Metal casting
1960s · H. Spiegelberg · CH



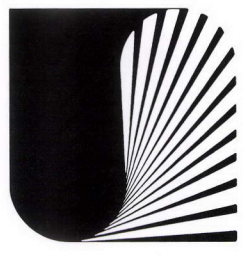
**Cafeteria**
1969 · José Santamarina/
Elias & Santamarina · ES



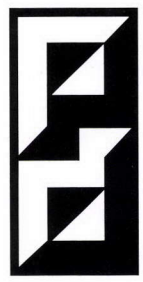
**Schnitt- & Formenbau Berlin**
Construction company
1965 · Rudolf Graßmann · DE-GDR



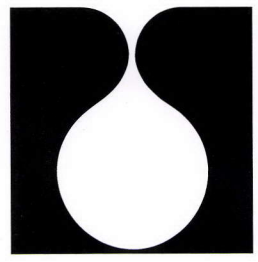
**Bay State Abrasives**
Bonded abrasive products
1960s · Malcolm Grear · US



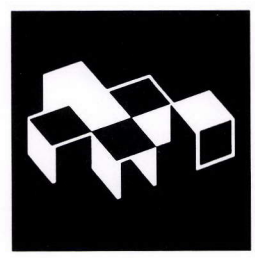
**Comsip Automation**
Electronics
1969 · Jacques Nathan-Garamond · FR



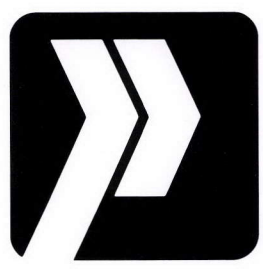
**Republika**
Foods
1960s · Dotscho Dotschev · BG



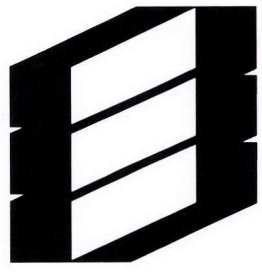
**Union of Oil and Soap Industries**
Trade union
1960s · Kantcho Kanev · BG



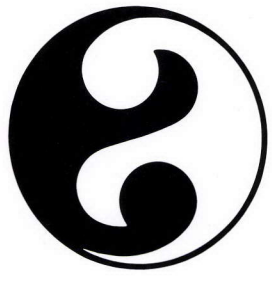
**Khourie & Lawrence Associates**
Interior design
1968 · Bill Hyde · US



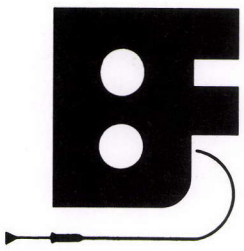
**Pacesetter Bank**
1970 · James Lienhart · US



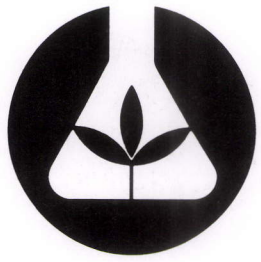
**Enric Graells**
Architecture
1971 · Francesc Guitart · ES



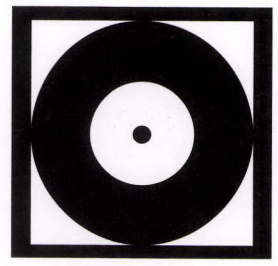
**Japanese Film Festival**
1960s · Gerd Leufert · VE



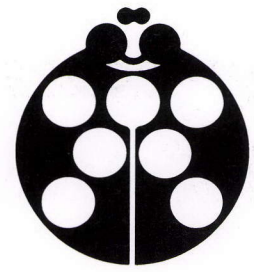
**Boris Fehrmann**
Photography
1960s · Jaska Hänninen · FI



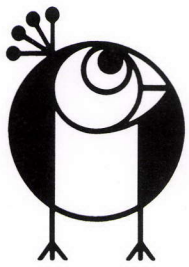
**Vyzkumny Ustav Agrochemickej Technologie**
Chemicals
1968 · František Bobáň · CZ



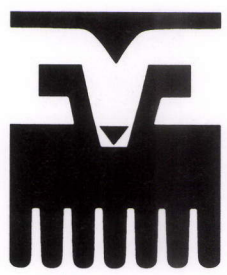
**Deutscher Schallplattenclub**
Record label
1961 · Wolf D. Zimmermann · DE



**Women's Magazine**
1969 · Shigeo Fukuda · JP

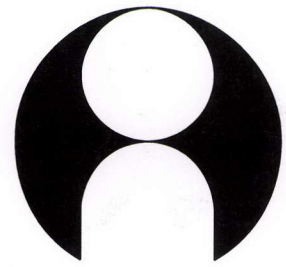


**K. Thienemanns**
Publishing
1973 · Ernst Strom · DE



**Leipziger Wollkämmerei**
Weaving
1965 · Ruth Weber · DE-GDR

**Galanteria Drewna**
Toys
1967 · Emilia Nozka-Paprocka · PL

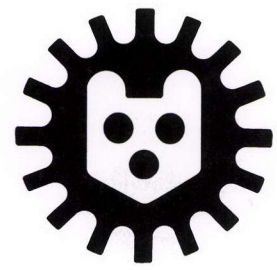


**Isofarm**
Pharmacy
1969 · G. & R. Associati · IT

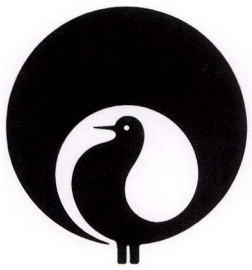
**Staatsbad Bad Elster**
Health resort
1965 · Karl Thewalt · DE-GDR

**Kaanapali Beach**
Whale-spotting
1964 · Ken Parkhurst · US

**Opolanka**
Clothing
1965 · Roman Duszek · PL



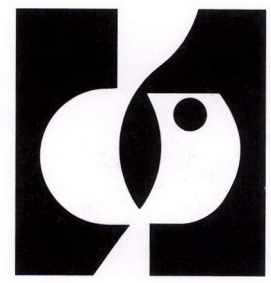
**Nurmen Konepaja**
Metal goods
1968 · Kyösti Varis · FI



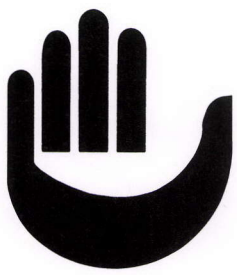
**Lanificio di Somma**
Wool
1963 · Aldo Calabresi/Studio Boggeri · IT

**Zenhanren**
Agriculture
1967 · Yoshio Hayashi · JP

**Magyar Munkásmozgalmi Múzeum**
Museum
1969 · Gábor Papp · HU

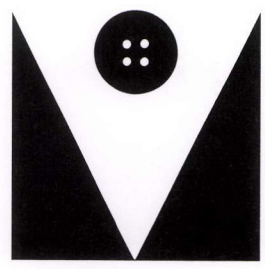


**Jiří Rathouský**
Design
1960s · Jiří Rathouský · CZ

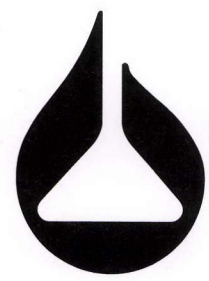


**Refolit**
Printing
1970 · Gerd Leufert · VE

**First National City Bank**
1970 · Studio González Ruiz & Shakespear · AR



**Melka**
Clothing
1958 · Olle Eksell · SE

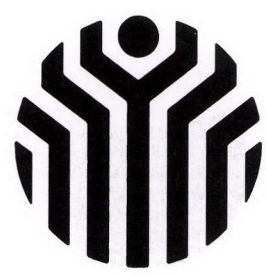


**Gulf States Chemicals**
1980 · Tracy Turner · US

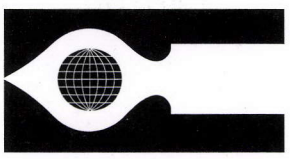
**Early Bird**
1983 · Shigo Suzuki, Shigo Yamaguchi, Masaki Furuta · JP

**Richard Hühnerkopf**
Liquors
1973 · Heinz Schwabe · DE

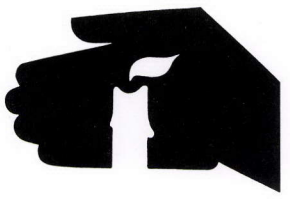
**Central Lutheran Church**
1988 · Peter Seitz · US



**Eidgenössisches Sängerfest 1973**
Music festival
1959 · Odermatt+Tissi · CH

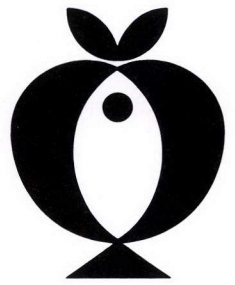


**Ausstellung Internationale Gebrauchsgraphik 1948**
Design exhibition
1948 · Jupp Ernst · DE

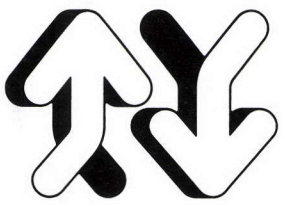


**Lebensversicherungen**
Insurance
1950s · Heinz Schwabe · DE

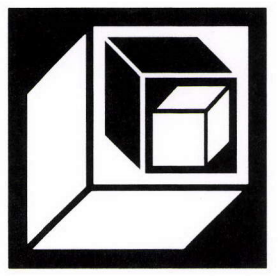
**Forschervereinigung**
Researchers association
1950 · Walther Bergmann · DE



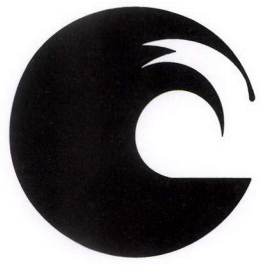
**Nahrungs- und Genußmittelbetrieb, Halberstadt**
Foods
1965 · Peter Hamann · DE-GDR



**Nederlandse Stichting voor Statistiek**
Statistics office
1969 · Tel Design Associated · NL

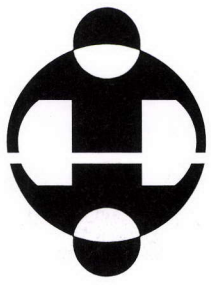


**Møbelprodusentenes Landsforening**
Furniture
1968 · Paul Brand · NO

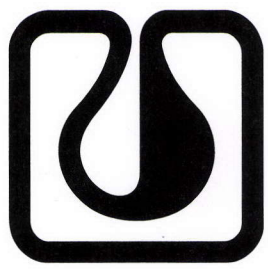


**Universidad Provincial de Mar del Plata**
University
1968 · Ricardo Blanco · AR

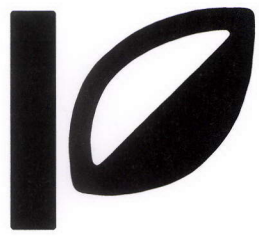
**Girl Scouts of the USA**
1978 · Saul Bass, Art Goodman/
Bass-Yager Associates · US



**High Park Physiotherapy Clinic**
1968 · Carl Brett/
Hiller Rinaldo Associates · CA

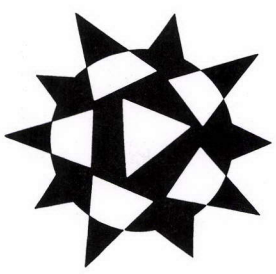


**PGH Wasseraufbereitung**
Water treatment
1965 · Johannes Brase · DE-GDR

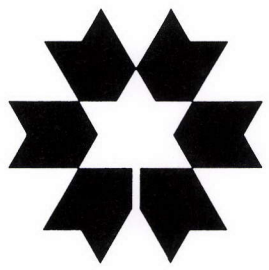


**Werbeagentur Maier**
Advertising
1965 · Anonymous · CH

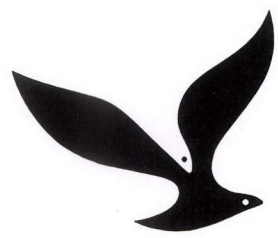
**Canadian Association for Retarded Childen**
1960s · Rolf Harder · CA



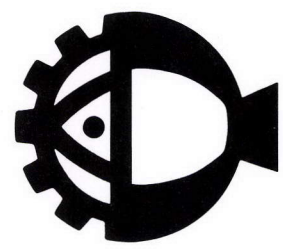
**Goldene Kastanie**
Packaging design
1965 · Jan Hollender · PL



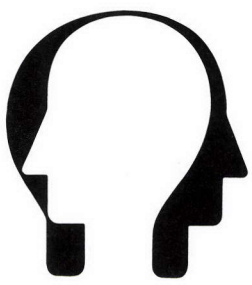
**The Canadian Conference of the Arts**
1968 · Carl Brett/
Hiller Rinaldo Associates · CA



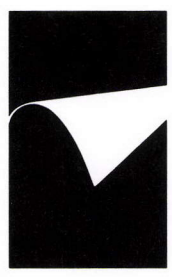
**Pacifica Foundation**
Broadcasting
1964 · James Cross · US



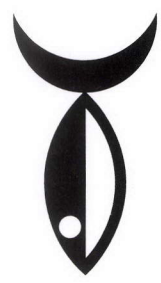
**Fischverarbeitungsmaschinenbau**
Fish processing machinery
1965 · Georg Hülsse · DE-GDR



**Russell & Hinrichs**
Design
1966 · Tony Russell, Kit Hinrichs · US

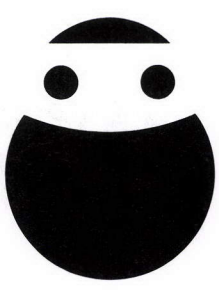


**Ingram**
Paper
1967 · James Cross · US

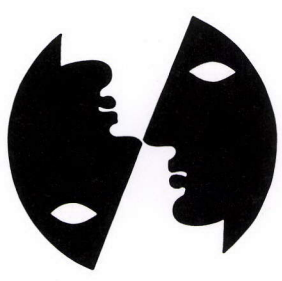


**Dolphin**
Book series
1960s · George Giusti · US

**Sukuwall Kojimachi**
Hotel
1988 · Shigeo Fukuda · JP



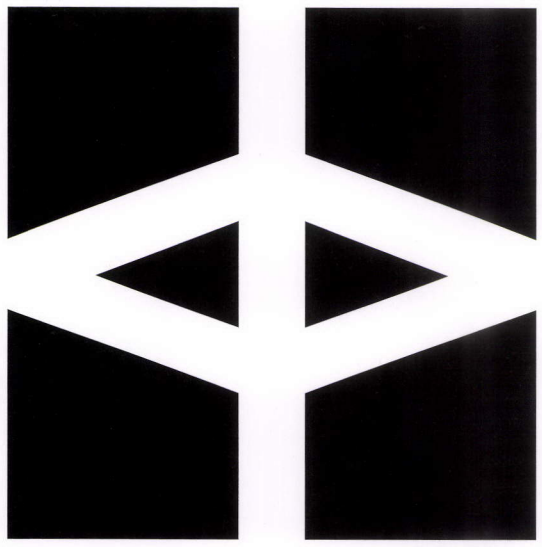
**Yokota**
Silk products
1967 · Takeshi Otaka · JP



**Thomas & Kurzberg**
Printing
1950s · Jupp Ernst · DE

**Katsuyama Bowling Center**
1971 · Gan Hosoya · JP

**Ind Coope**
Brewing
1950s · Abram Games · UK



# De Ploeg

1964 · Teun Teunissen van Manen · NL

**Teun Teunissen van Manen** (1918–2001) was a Dutch industrial and graphic designer. His earliest success came in the 1950s with his designs for the homeware manufacturers Mepal. From 1964 onwards he was in-house designer for the textile producer De Ploeg. He spent much of his later career teaching and headed the department of applied graphic communication at the Dusseldorf School of Art. He also lectured at the polytechnic in the same German city and at the Gerrit Rietveld Academie in Amsterdam.

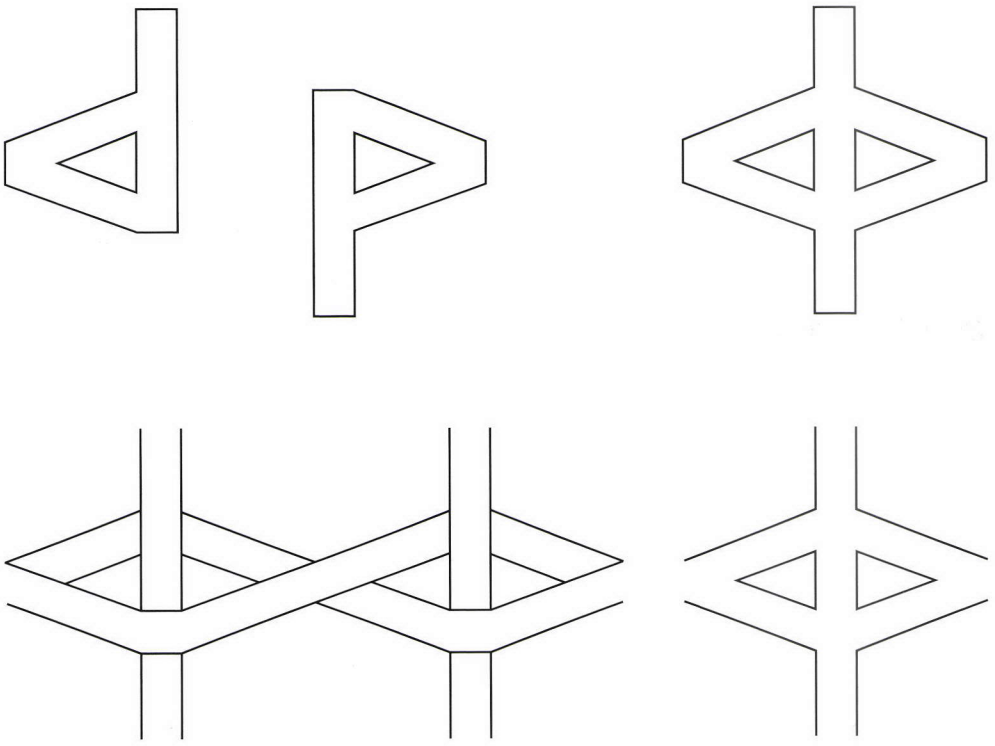
**Teun Teunissen van Manen** (1918–2001) war ein niederländischer Industrie- und Grafikdesigner. Seine ersten Erfolge feierte er in den 1950er-Jahren mit Entwürfen für den Haushaltswarenhersteller Mepal. Von 1964 an war er der Hausgrafiker des Stoffeherstellers De Ploeg. Seine spätere Karriere ist vor allem von Lehrtätigkeiten geprägt, so leitete er die Klasse für angewandte Grafik an der Kunstakademie Düsseldorf und war an der Fachhochschule Düsseldorf sowie an der Gerrit Rietveld Academie in Amsterdam als Dozent tätig.

**Teun Teunissen van Manen** (1918–2001) était un graphiste et designer industriel hollandais. Il connaît ses premiers succès dans les années 1950 avec les projets qu'il réalise pour le producteur d'articles domestiques Mepal. À partir de 1964, il est le graphiste attitré du fabricant de tissus De Ploeg. Sa carrière tardive a surtout été marquée par son activité d'enseignant : il a dirigé un cours de graphisme appliqué à l'École des Beaux-Arts de Düsseldorf et enseigné à la Fachhochschule de Düsseldorf – ainsi qu'à la Gerrit Rietveld Academie, à Amsterdam.

The textile manufacturer De Ploeg (which means "the community") was founded in 1923 in the Dutch town of Bergeijk. In the early years it produced towels and other household textiles. After World War II, curtain and upholstery fabrics became the firm's most successful products. The designer Teun Teunissen van Manen was appointed in the late 1950s to create a top-quality corporate image for De Ploeg. He produced a highly appropriate trademark that could be the focal point of any kind of communication. In 1968 he published a manual explaining his whole design concept and describing in detail his use of color and typography in his work for the textile company. For decades afterwards, the book became required reading for new generations of designers.

Bereits 1923 wurde unter dem Namen De Ploeg (übersetzt: „Die Gemeinschaft") im niederländischen Bergeijk eine Weberei gegründet, die in den Anfangsjahren vor allem Handtücher und andere Gebrauchsstoffe herstellte. Nach dem Krieg wurden dekorative Entwürfe für Vorhänge und Möbelbezüge zum Erfolgsprodukt des Unternehmens. Der Gestalter Teun Teunissen van Manen wurde Ende der 1950er-Jahre engagiert, um für das Unternehmen einen professionellen visuellen Auftritt zu entwickeln. Er entwarf ein wohldurchdachtes Markenzeichen, das im Mittelpunkt sämtlicher Medien stehen sollte. In einem umfangreichen Manual manifestierte er 1968 das gesamte Designkonzept für den Stoffhersteller und definierte Farb- und Typografieanwendungen im Detail. Das Buch diente zahlreichen nachfolgenden Gestaltern über Jahrzehnte als Richtlinie.

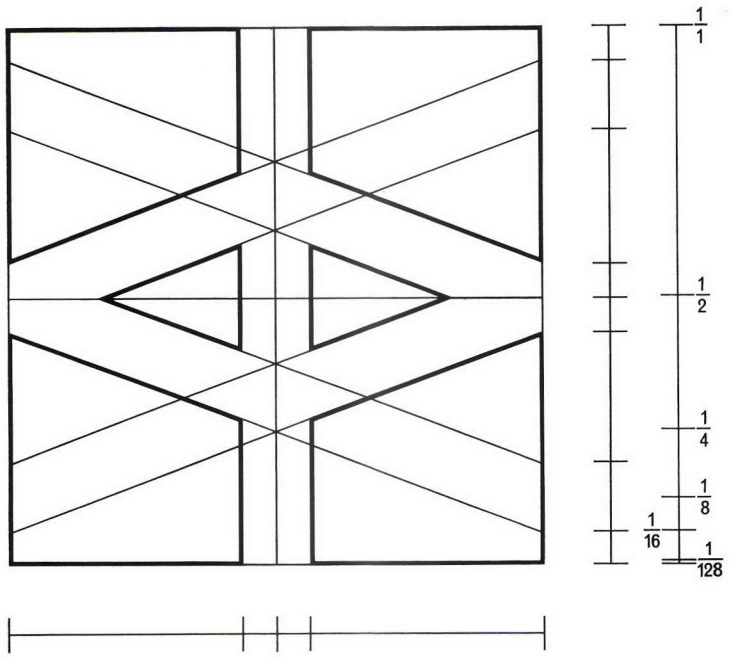
Dès 1923, un tissage était fondé sous le nom De Ploeg (« La Communauté ») à Bergeijk, aux Pays-Bas. Pendant ses premières années d'activités, l'entreprise produisit principalement des serviettes et autres tissus utilitaires. Après la guerre, des créations de rideaux et de tissus d'ameublement décoratifs devinrent ses produits phares. À la fin des années 1950, le créateur Teun Teunissen van Manen fut chargé de développer une identité visuelle professionnelle pour l'entreprise. Il conçut un logo soigneusement pensé qui devait être au centre de tous les médias. En 1968, il exposa l'intégralité du graphisme conçu pour le producteur de tissu dans un volumineux manuel décrivant en détail l'utilisation des couleurs et de la typo. Pendant des décennies, ce livre servira  de ligne directrice à de nombreux créateurs.

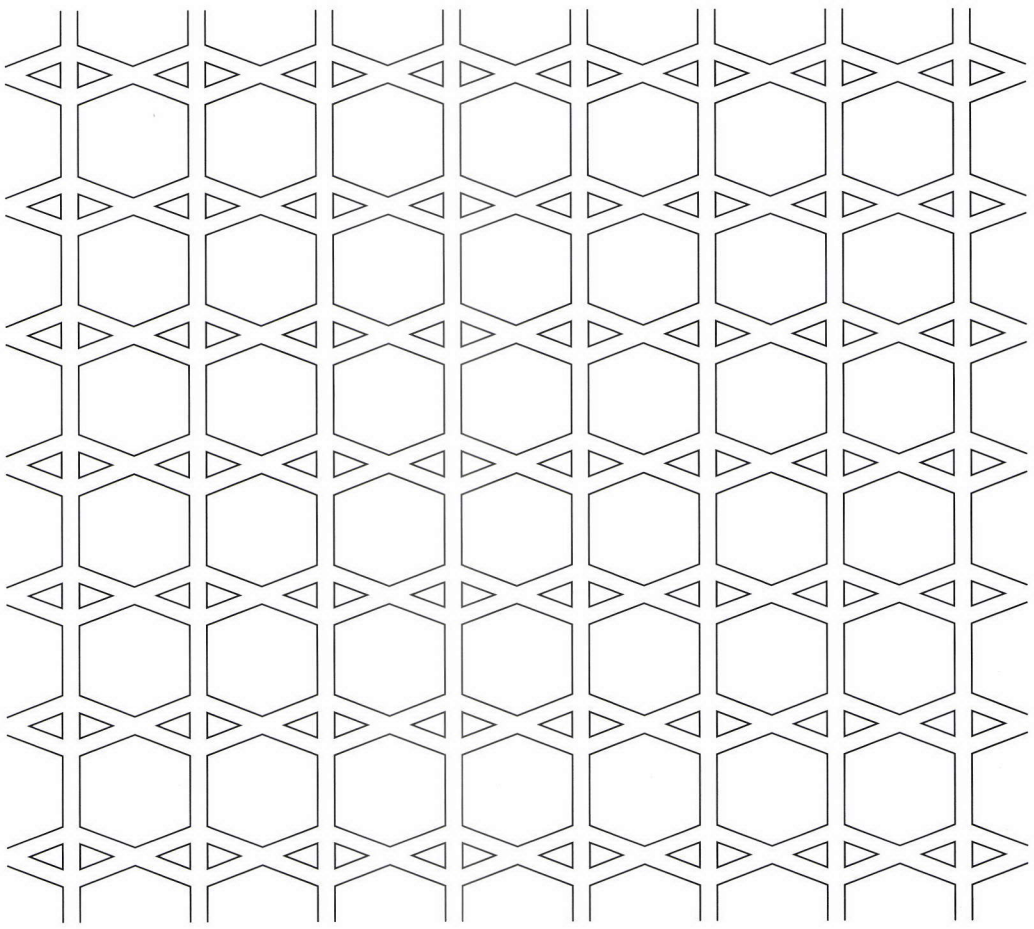


Two ideas came together in the logo for De Ploeg, in which the initial letters of the company name are intertwined in what looks like a piece of woven fabric.

Zwei Ideen wurden im De-Ploeg-Logo vereint: Zum einen sind die beiden Anfangsbuchstaben des Firmennamens enthalten, zum anderen lässt sich in der Kombination eine gewebte Struktur erkennen.

Le logo de De Ploeg alliait deux idées : d'une part, il contenait les deux initiales du nom de l'entreprise, d'autre part, leur combinaison révélait une structure tissée.



As the logo multiplies, the woven effect is strengthened. The pattern became an important part of the company's visual image.

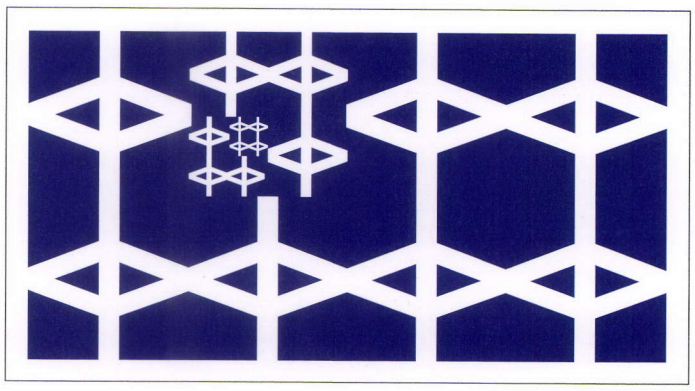
Der Effekt einer gewebten Struktur wird durch die Vervielfachung des Logos noch einmal verstärkt. Das Muster wurde zu einem wichtigen Gestaltungselement im visuellen Auftritt des Stoffeherstellers.

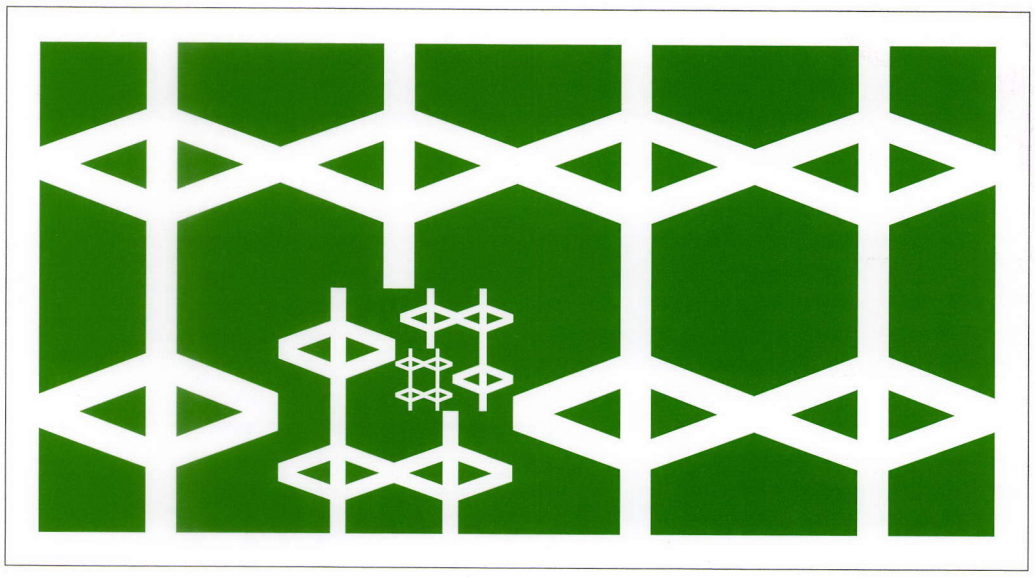
L'effet de structure tissée est encore renforcé par la multiplication du logo. Ce motif devint un élément graphique important de l'identité visuelle du fabricant textile.

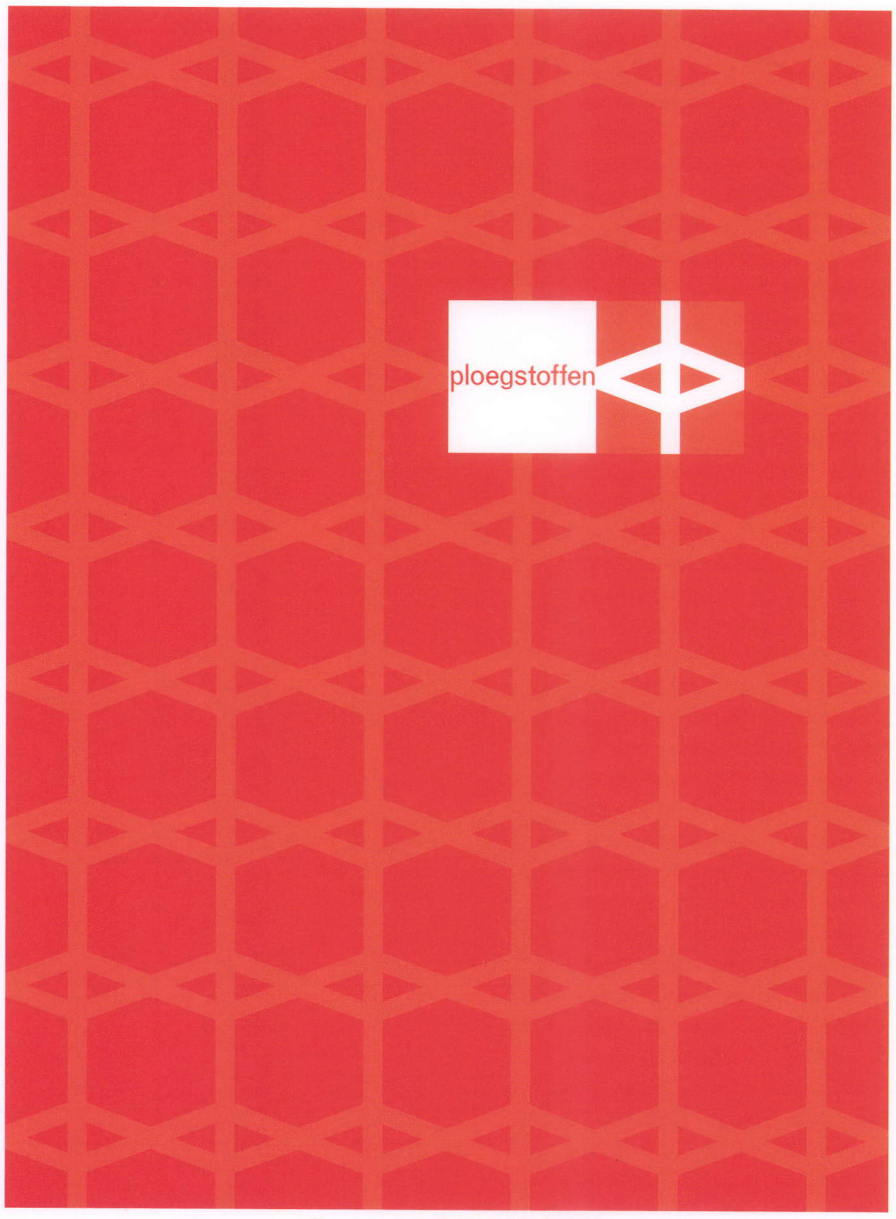
The pattern created by combining the logo with bright colors became a predominant feature of all De Ploeg's communications. It was crucial for the company to have a strong brand image since the design was used to advertise a wide range of textiles.

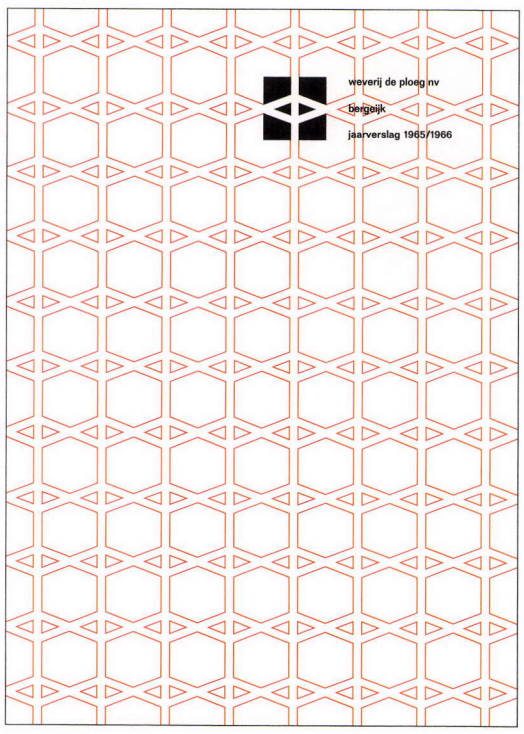
Ein Muster, das sich aus der Kombination von Logo und klaren Farben ergab, wurde zum dominierenden Element in der Unternehmenskommunikation von De Ploeg. Da das Design oft in Verbindung mit unterschiedlichsten Stoffmustern eingesetzt wurde, war eine derart markante Präsenz wichtig.

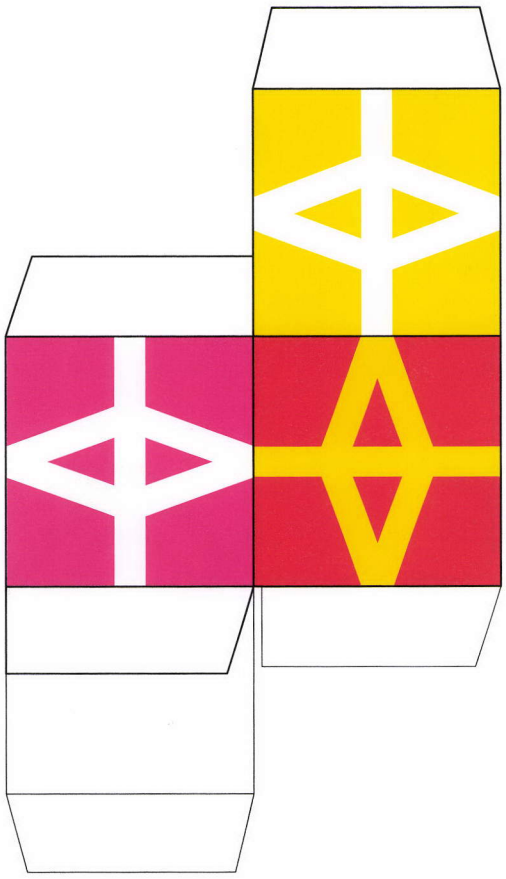
Le logo associé à des couleurs franches et utilisé comme motif a été l'élément prédominant des présentations de De Ploeg. Le design étant souvent utilisé avec les motifs textiles les plus divers, sa forte prépondérance a joué un rôle de premier plan.

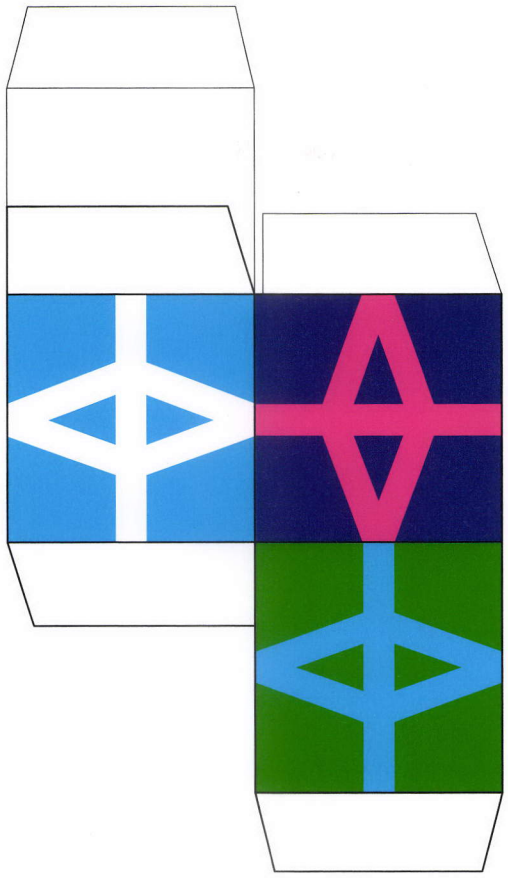










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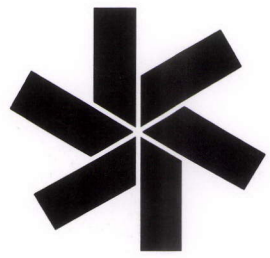
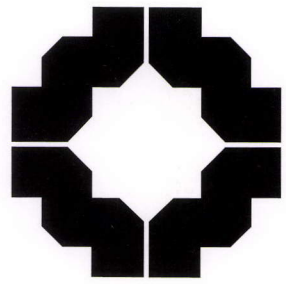
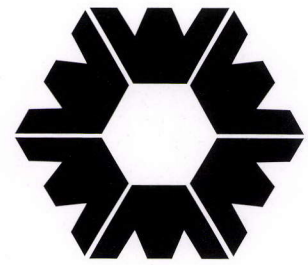
# Rotation



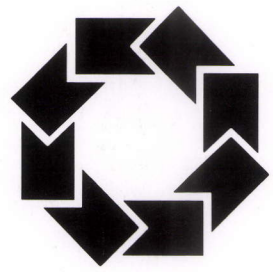
**Stokke & Blindheim Möbelfabrikk**
Furniture
1965 · Paul Brand · NO



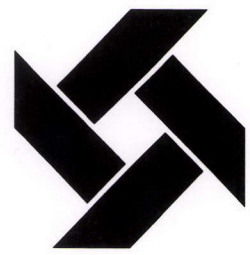
**Minerali e Metalli**
Import-export
1969 · Renato Romiti/Studio Idea II · IT



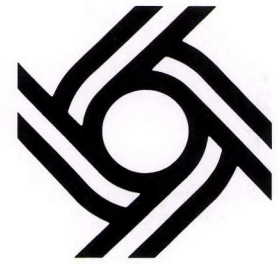
**Stadt Wulfen**
City identity
1970s · Hanns Lohrer · DE



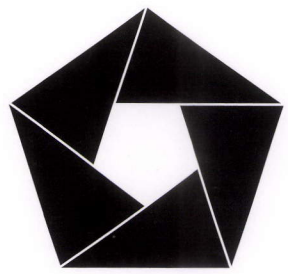
**Furness Holding**
1968 · Ben Bos · NL



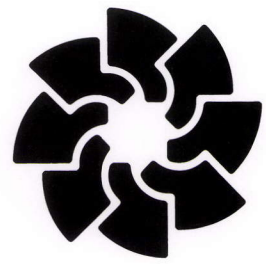
**Precision Tools**
1970 · Ernst Roch/
Design Collaborative · CA



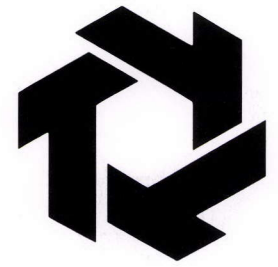
**Marché International de Rungis**
Market halls
1967 · André Chante/
Hollenstein Création · FR



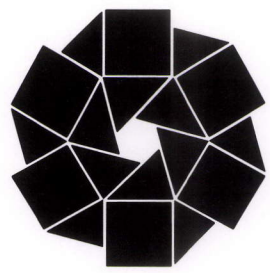
**Klöckner**
Metal
1954 · Jupp Ernst · DE



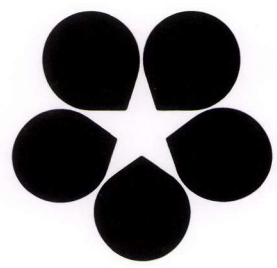
**ISLO**
Aluminum foundry
1978 · Ernesto Lehfeld · MX



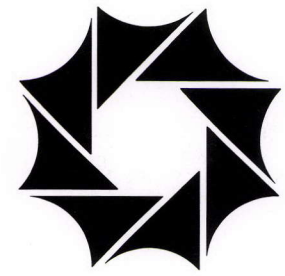
**Traders International**
1979 · Azar Khosrovi-Ivorsohk · US



**Honeywell Europe**
Electronics
1983 · Gavin Healey · UK

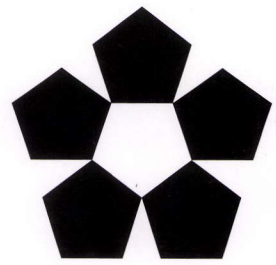


**United States Air Force**
**Office of Information**
1969 · G. Dean Smith · US

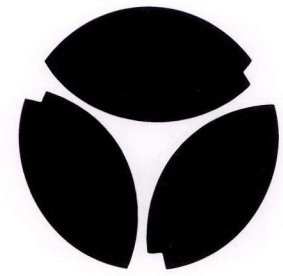


**Ontario Pavilion, Expo '67, Montreal**
World's fair stand
1967 · Hans Kleefeld/
Stewart & Morrison · CA

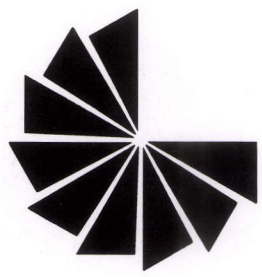
**Art Council, San Diego State University**
1979 · Allan W. Miller · US



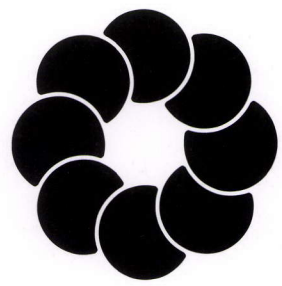
**Mas**
Cosmetics
1969 · Pérez Sánchez · ES



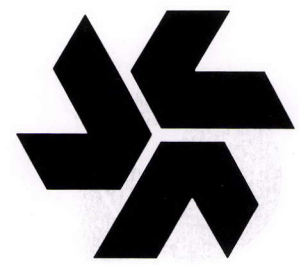
**Kamas Industri**
Agricultural machinery
1964 · Allan Jungbeck · SE



**Europa Lack**
Paint
1970s · J. A. Schürmann · DE

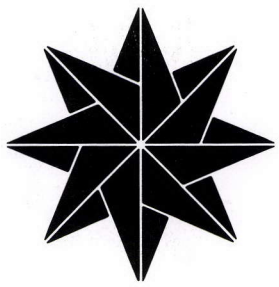


**Saitama Bank**
1973 · Kazumasa Nagai · JP

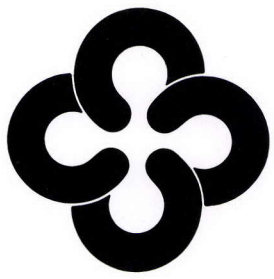


**Torin Corporation**
Metal-forming machinery
1968 · Heiner Hegemann/
Chermayeff & Geismar · US

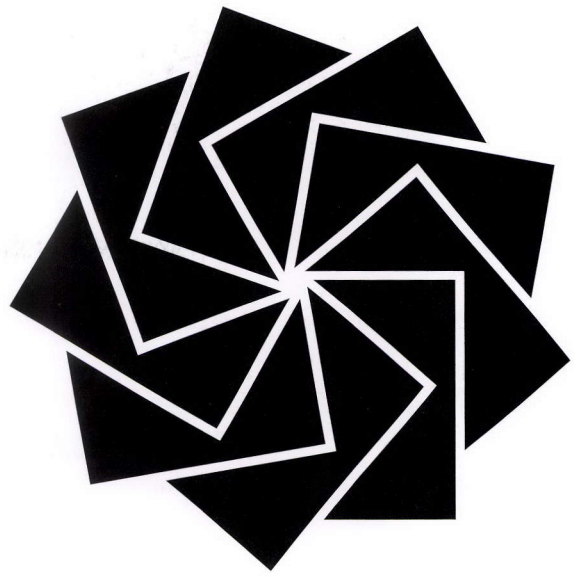
Rotation



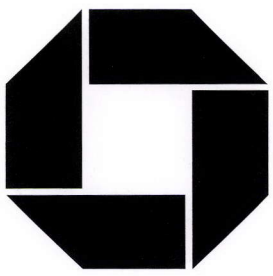
**Le Nordet**
Theater
1971 · Raymond Bellemare · CA



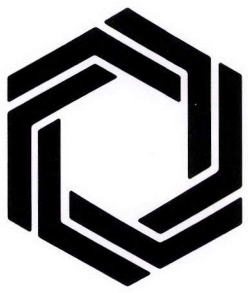
**Mochiya**
Bakery
1960s · Susumu Kimura · JP



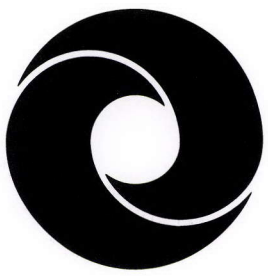
**Gooische Glas- en Verfhandel**
Craft supplies
1967 · Ben Bos/Total Design · NL



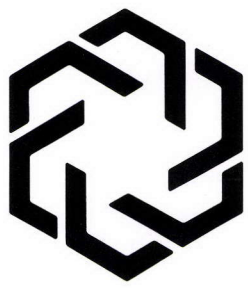
**Chase Manhattan Bank**
1960s · Tom Geismar/
Chermayeff & Geismar · US



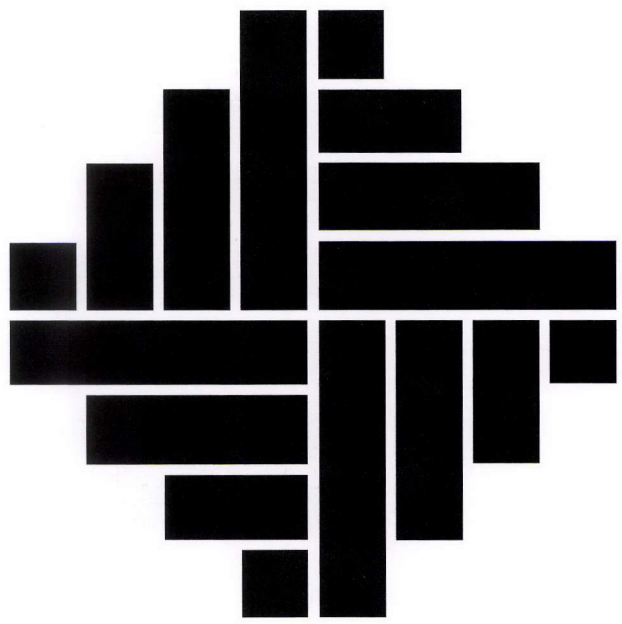
**Superband**
Engineering
1973 · R. Nava, D. Soffientini,
G. Romani, A. Ubertazzi · IT



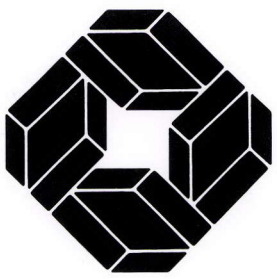
**Concretex Engenharia de Concreto**
Concrete
1973 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



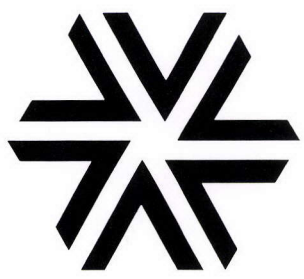
**Agrisystem**
Agriculture
1979 · R. Nava, D. Soffientini,
G. Romani, A. Ubertazzi · IT



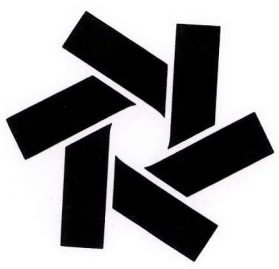
**Royfund**
Investment
1969 · Rolf Harder/Design Collaborative · CA



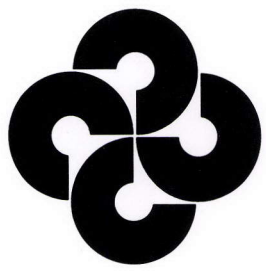
**Psychographic Marketing Panels**
Research institute
1971 · Donald Crews · US



**Vetreria di Vernante**
Glass
1964 · Till Neuburg · IT/CH

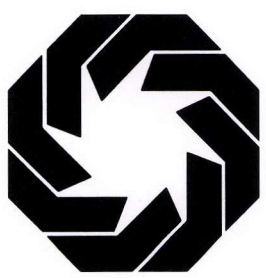


**Ready Rent-All Systems**
Rental services
1968 · Arnold Saks · US

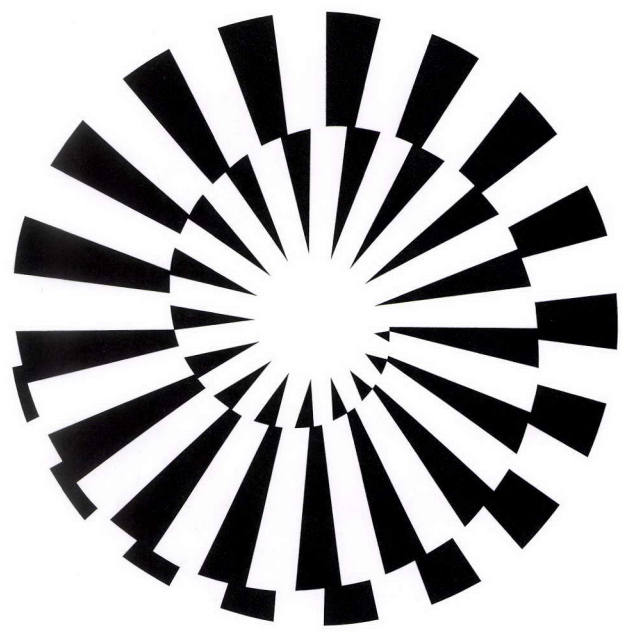


**Transammonia**
Chemicals
1969 · Arnold Saks · US

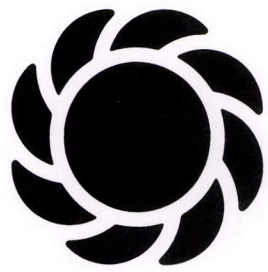
**Italian Association for Family Therapy**
1980 · Sandra Holt · IT



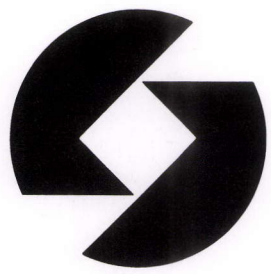
**Bankers Trust of Columbia**
1980s · Michael Vanderbyl · US



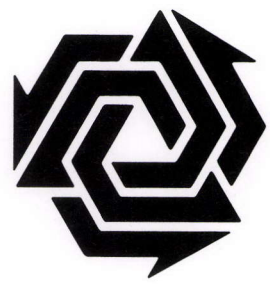
**Olympic Games, Munich 1972**
1972 · Coordt von Mannstein/
Graphicteam Köln · DE



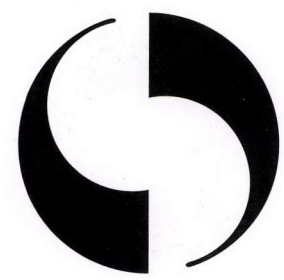
**Gardena**
Gardening tools
1970 · Hannes Schober, Wolfram Reinhardt · DE



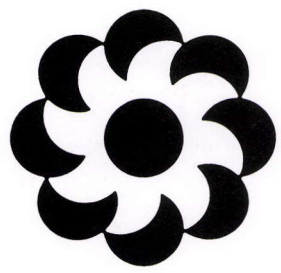
**Precisa**
Technical instruments
1976 · Manuel Sanchez · MX



**Consorcio Mexicano de Exportadores**
Trade association
1974 · Ernesto Lehfeld · MX

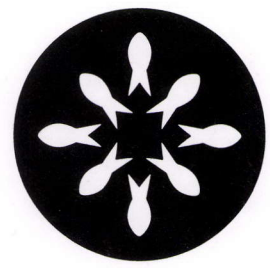


**Horst Slesina Werbegesellschaft**
Advertising
1962 · Horst Slesina · DE

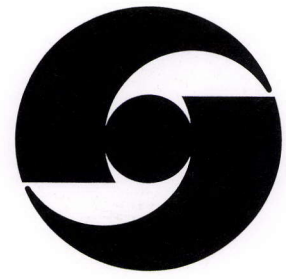


**Asahi Mutual**
Insurance
1972 · Ikko Tanaka · JP

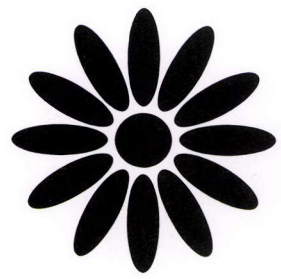
**Osaka Art Festival**
1960s · Takeshi Otaka · JP



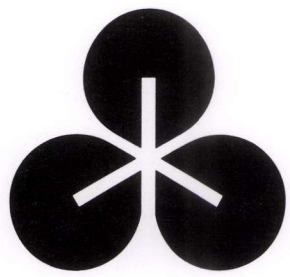
**Oakland Fishing Company**
1979 · Anonymous · US



**Fotolabor**
Photography and printing
1970 · Luisa Moser/Studio Bruni · IT

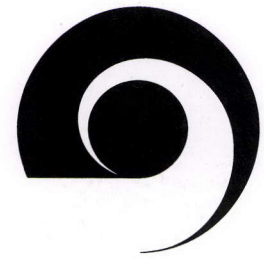


**Pharmacraft**
Pharmacy
1966 · Patricia Turnbull · CA

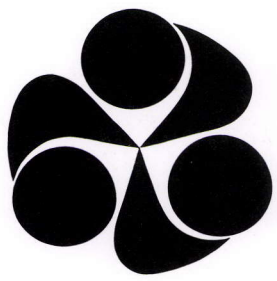


**Woodward Cape & Associates**
Architecture and engineering
1964 · Crawford Dunn · US

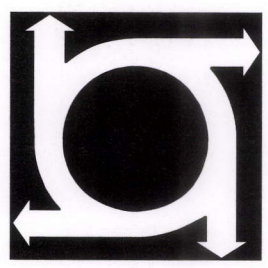
**Mover**
1960s · Franz Wagner · US



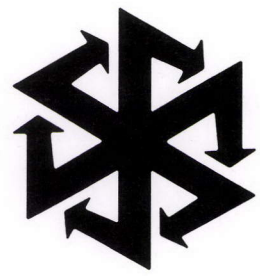
**Galería Espiral**
Art gallery
1958 · Nedo Mion Ferrario · VE



**Südfrüchte-Importhaus**
Foods
1963 · Franz Hermann Wills · DE



**Transpress – Verlag für Verkehrswesen**
Publishing
1965 · Günter Henkel · DE-GDR



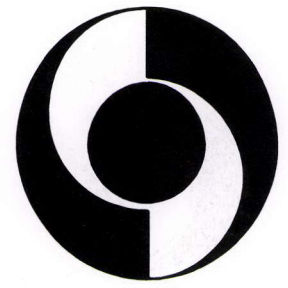
**Suomen Sähköteknikkojen Liitto**
Electronics
1961 · Tapio Vallioja · FI

**Shinko Electric**
Electronics
1959 · Kenichi Yoshioka · JP

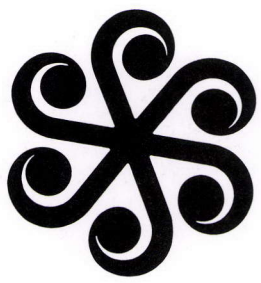
**Accurate Diamond Tools**
Cutting tools
1976 · Ronald Cutro · US

**Stichting Rijnmond-Nordzeekanal**
Transportation
1960s · H. P. Doebele · NL

**Proof Press Magazine**
Student magazine
1968 · Paul M. Levy · US



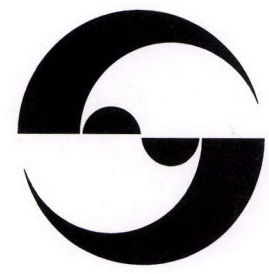
**Point Press**
Printing
1975 · Burt Smith · US



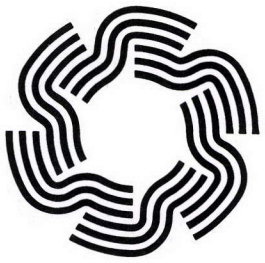
**Fashion Canada**
Domestic fashion promotion
1970 · Fritz Gottschalk/ Gottschalk+Ash · CA

**Suomen Auto**
Automobile industry union
1962 · Olof Eriksson · FI

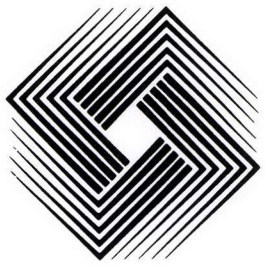
**Machelor Maintenance Services**
Property management
1966 · Gerald Westby · US



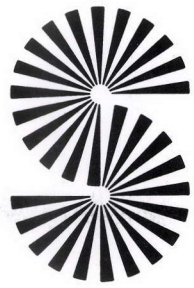
**Controls Company**
1960s · John Massey · US



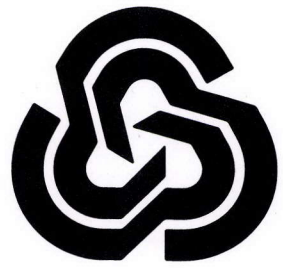
**Salon de Escultura y Obra Grafica**
Design exhibition
1977 · Jorge Sposari · AR/MX



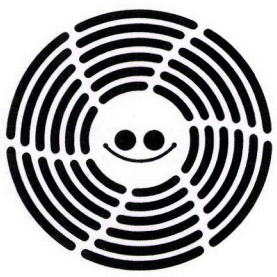
**American Institute of Interior Designers**
1980 · Michael Vanderbyl · US



**Saim Solar**
Heating systems
1972 · Silvio Coppola · IT

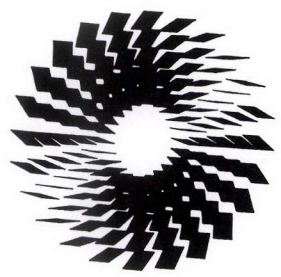


**Sintemex**
Management consultancy
1974 · Ernesto Lehfeld · MX



**Toyo Rayon**
Synthetic fibers
1964 · Takeshi Otaka · JP

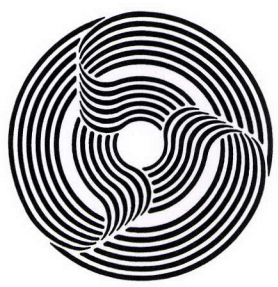
**Stadsschouwburg Haarlem**
Theater
1969 · Jaap Frank · NL



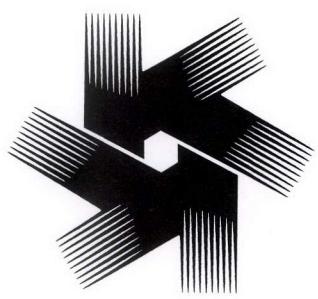
**Fiat - Divisione Mare**
Turbines
1971 · C.G.S.S. Creativi Associati · IT

**Karnabaer**
Textiles
1967 · Thröstur Magnusson, Hilmar Sigurdsson/Argus Advertising · IS

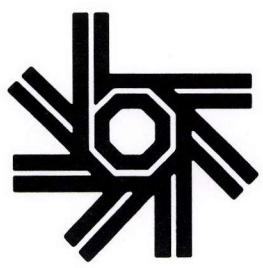
**Valtur**
Tourism
1966 · Hazy Osterwalder/ Studio Boggeri · IT



**Banco do Estado de São Paulo**
Bank
1970s · Aloísio Magalhães/PVDI · BR

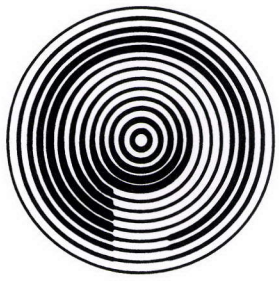


**Kaufman Astoria Studios**
Film studios
1982 · Saul Bass, G. Dean Smith · US



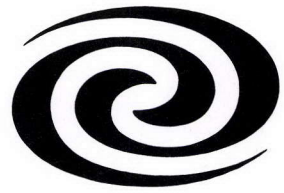
**Brown & Company**
Road construction
1969 · Herbert Meyers · CA

**Bruckmann Verlag**
Publishing
1970 · Dieter Urban · DE

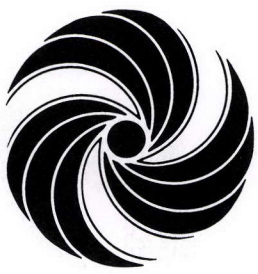


**German Pavilion, Expo '70, Osaka**
World's fair stand
1969 · Coordt von Mannstein · DE

**Ontario Arts Council**
1983 · Debbie Adams · CA

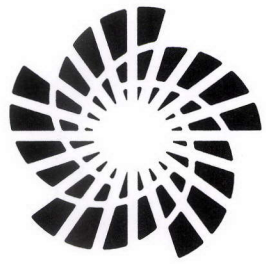


**Tanzschule Hadrich**
Dance school
1965 · Ernst Lauenroth · DE-GDR

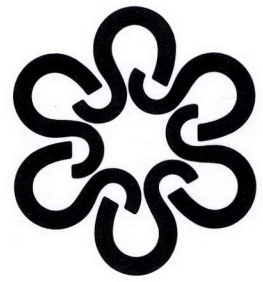


**Hydropump**
Swimming pools
1966 · Donald H. Tartak · US

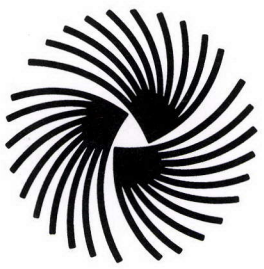
**Asada**
Ironworks
1960s · Tetsuo Katayama · JP



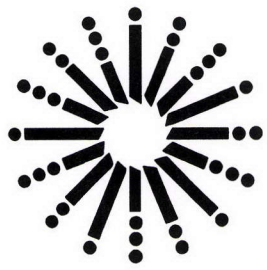
**ICSID Congress**
Design congress
1978 · Ernesto Lehfeld · MX



**Sunstar Foods**
1973 · Dave Bartells, Gale William Ikola · US

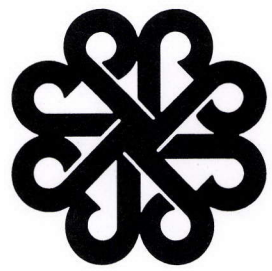


**Brooks Resources**
Foundation
1982 · Michael Vanderbyl · US

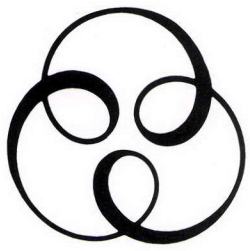


**Museo de Ciencias Naturales**
Natural history museum
1970 · Gerd Leufert · VE

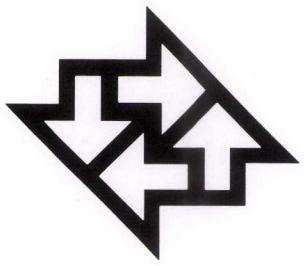
**Istituto per il Commercio Estero**
Foreign trade institute
1971 · Pino Tovaglia · IT



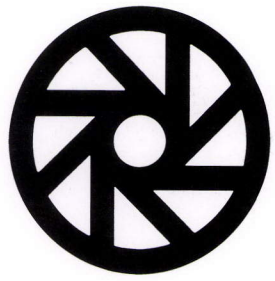
**Joe Dieter**
Design
1971 · Joe Dieter · US



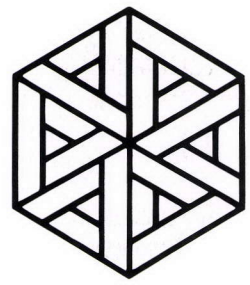
**Oerlikoner Eloid-Verzahnung**
Machine tools
1940s · Paul Aschwanden · CH



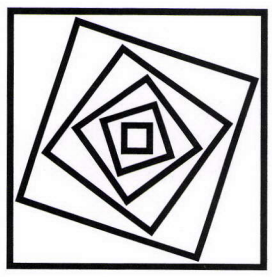
**Instituto Peruano del Desarrollo**
National development office
1967 · Claude Dietrich · PE



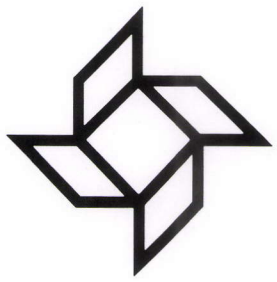
**Ralin Productions**
Film production
1960s · Wallace Walker · US



**Historisches Museum Frankfurt am Main**
Historical museum
1970 · Herbert W. Kapitzki · DE

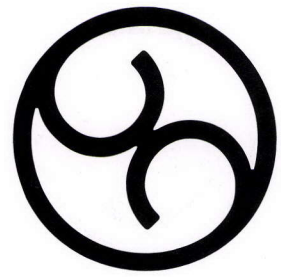


**Diateknikk**
Audio-visual systems
1967 · Paul Brand · NO

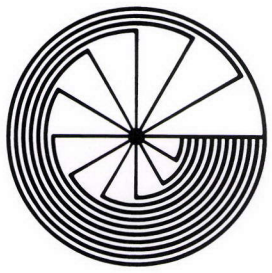


**Sociedade Amigos de Imirin-Açu**
Tourism
1966 · João Carlos Cauduro · BR

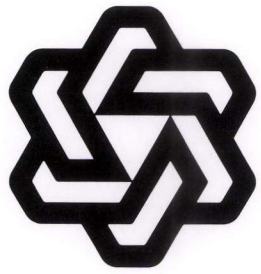
**British Leyland**
Automobile manufacturer
1978 · Henrion Design Associates · UK



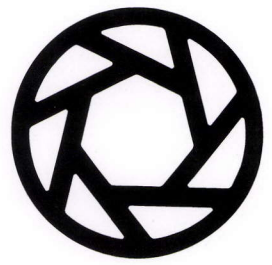
**Fathers of Confederation Centre**
Cultural center
1964 · Fritz Gottschalk/
Gottschalk+Ash · CA



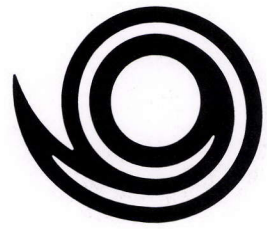
**Kjell Karlsen Entertainment**
Concert promotion
1970 · Paul Brand · NO



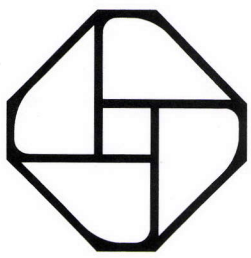
**Canadian Crafts Council**
1970s · Anonymous · CA



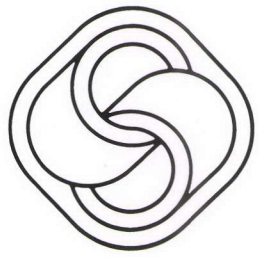
**Edizioni del Diaframma**
Publishing
1963 · Giancarlo Iliprandi · IT



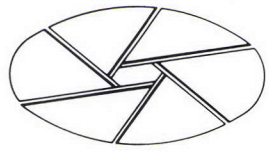
**Control Center**
1960s · Gerd Leufert · VE



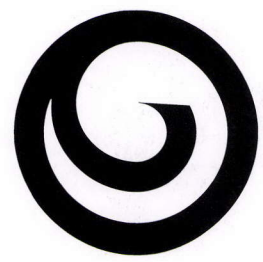
**Arbeitsgemeinschaft**
**des Kunsthandwerks NRW**
Arts and crafts association
1950 · Walter Breker · DE



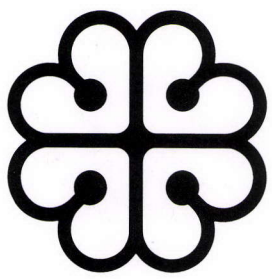
**Cogis**
Import-export
1969 · Bob Noorda/
Unimark International · IT



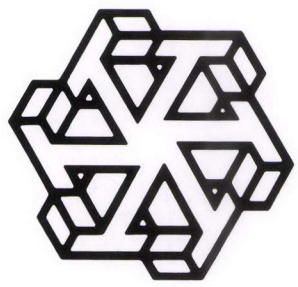
**Ginza Shashinko-sha**
Photographic supplies
1962 · Nakajo Masayoshi · JP



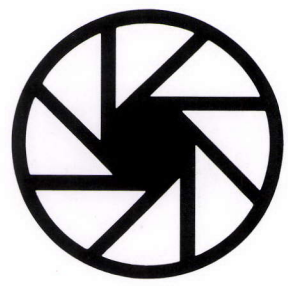
**De Bortoli**
Furniture
1958 · Bruno Monguzzi/
Studio Boggeri · IT



**City of Montreal**
City identity
1981 · George Huel · CA

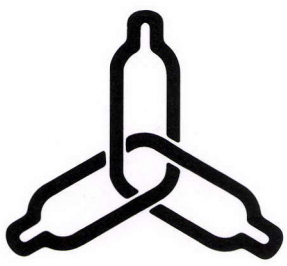


**Turbocompresores**
Air-conditioning
1981 · Monica Morales · MX

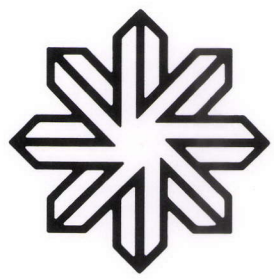


**Ferraniacolor**
Film materials
1961 · Piero Sansoni · IT

**Furukawa Sansui Kai**
Trading
1969 · Kazumasa Nagai/
Nippon Design Center · JP

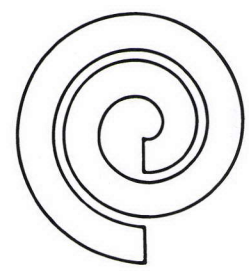


**ZEWAS Staaken**
Electronics
1965 · Conrad Priem · DE-GDR

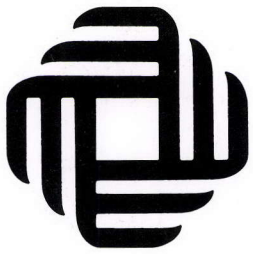


**Tischer**
Real estate
1974 · Michael Vanderbyl · US

**Sankyo Kohki**
Optical industry
1967 · Tadashi Masuda · JP



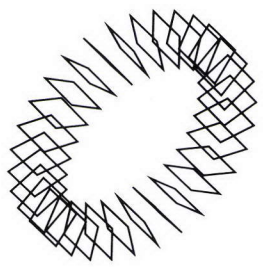
**Inventum Staff Personnel**
1973 · Graphic Concept · AU



**Fedeindustria**
Industry association
1974 · Armando Ferraro Senior · VE

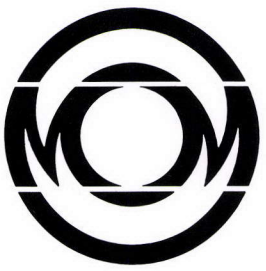
**Slinger Group**
Printing
1961 · June Fraser/
Design Research Unit · UK

**Wagen-Shuzo**
Brewing
1958 · Takeshi Otaka · JP

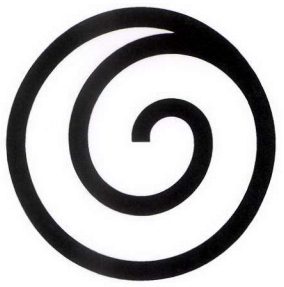


**Polygon Pictures**
Film production
1970s · Takenobu Igarashi · JP

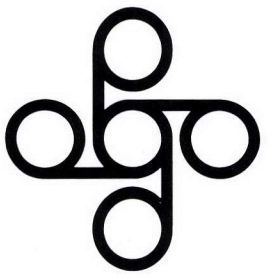
**Werkzeugmaschinen Oerlikon, Bührle & Co.**
Machine tools
1940s · Balthasar Rauch · CH



**Mec-Mor**
Knitting machines
1960s · Hanns Lohrer · DE

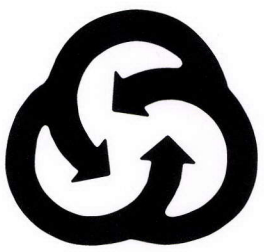


**Rotation**
Theater
1960s · Olaf Gaumer, Peter Maus · DE

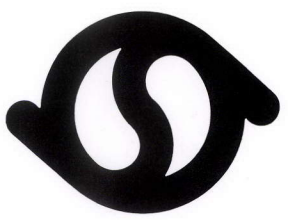


**Interactive Data Services**
Computer rentals
1968 · Heiner Hegemann/
Chermayeff & Geismar · US

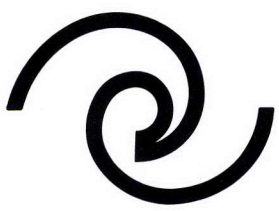
**Tozai Bunka Koryu Center**
International cultural exchange
1960s · Yoshio Amaya · JP



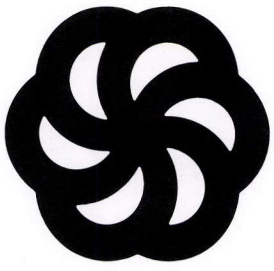
**Ediciones Hormé**
Publishing
1960 · Lala Méndez Mosquera · AR



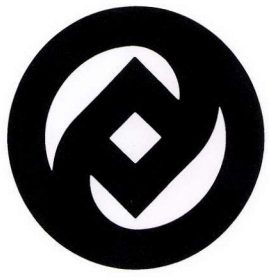
**Sobre Ondas**
Motorcycles
1969 · Willys de Castro · BR



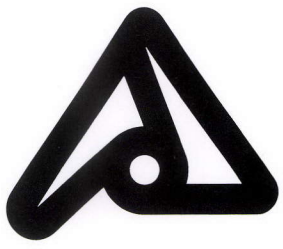
**Pirelli Seawings**
Plastics
1965 · Pino Tovaglia · IT



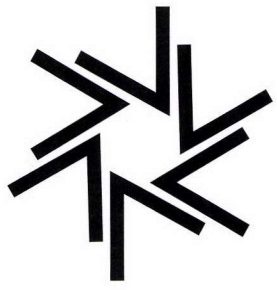
**Serfontana**
Shopping center
1972 · Alfred Weiss · CH



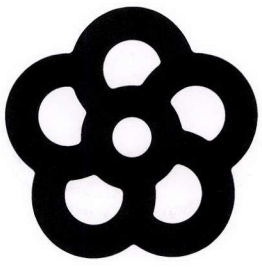
**Banco Mexicano Somex**
Bank
1979 · Joe Vera, Francisco Tellez · MX



**Aco**
Machinery
1970 · Gerd Leufert · VE

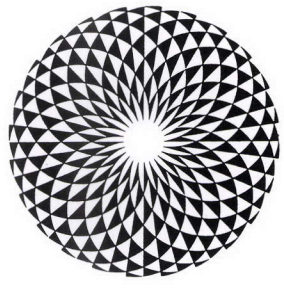


**Alfredo Vidal**
Travel agency
1965 · Robert P. Gersin · US

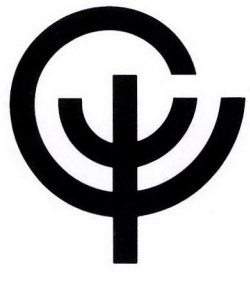


**K. Siegrist Pflanzenzucht**
Plant breeding
1960s · Walter Ballmer · CH

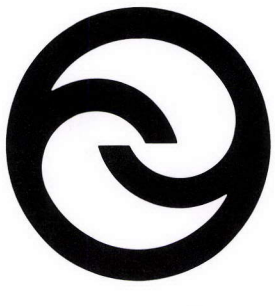
**Carborundum**
Abrasive
1966 · Richard De Natale · US



**I.O.S.**
Art association
1969 · Michel Martina · FR

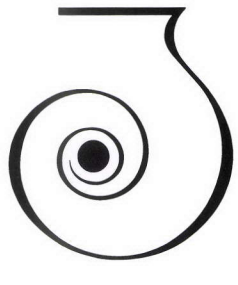


**Psychiatric Facility**
1950s · Paul Jacopin · CH

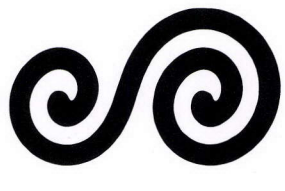


**Elektrotekchnický Ústav**
Electronic machines
1974 · František Bobáň · CZ

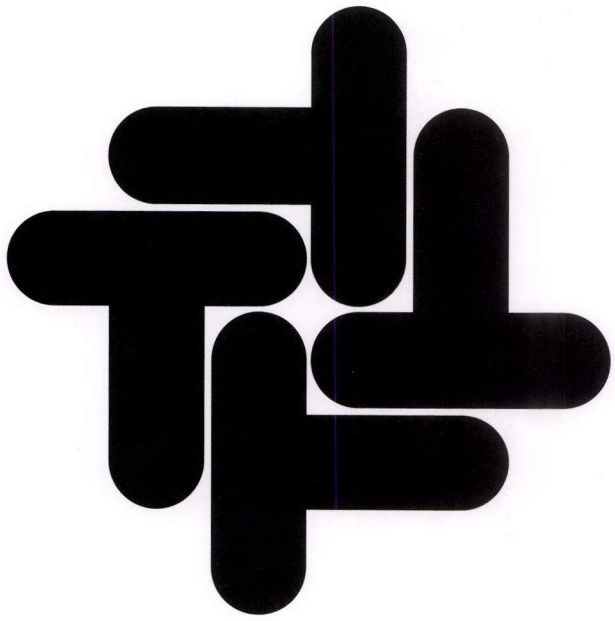
**Caliumi F.lli**
Clothing
1960 · Walter Ballmer · IT



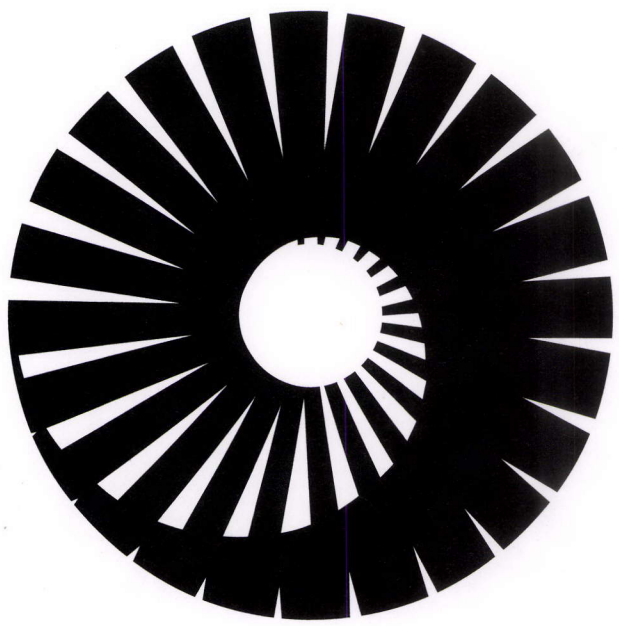
**Japan Pearl Promotion Association**
1965 · Takashi Kono · JP



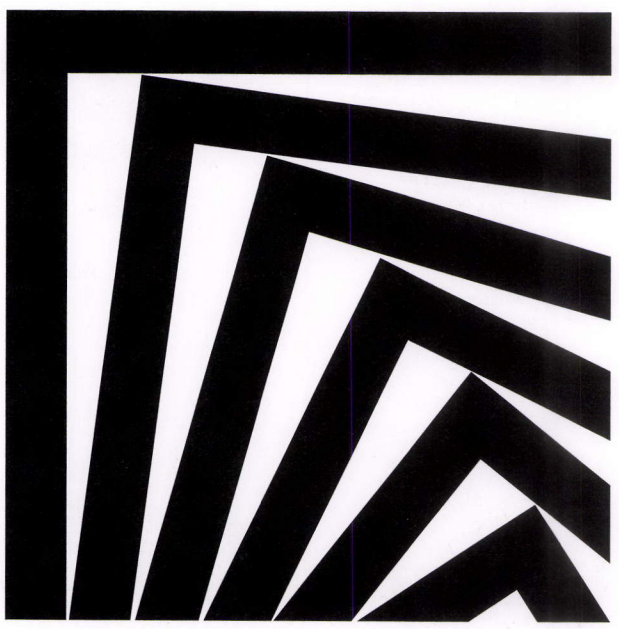
**PC Photo**
Publishing
1960 · Gan Hosoya · JP



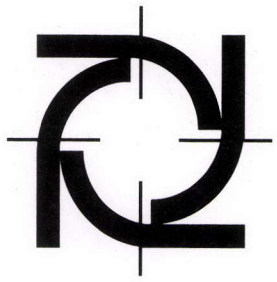
**Titan Fasteners**
Fittings and washers
1968 · Appelbaum & Curtis · US



**Ontario Ministry of Labour**
Government office
1978 · Roslyn Eskind, David Gibson · CA

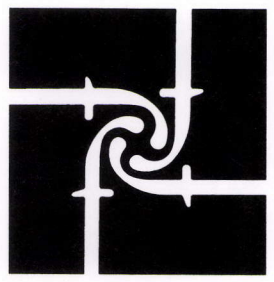


**Falcinelli Ceramiche**
Wall and floor tiles
1973 · Franco Grignani · IT



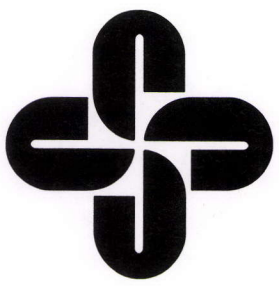
**Fordprint Lithography**
Printing
1965 · Carl Brett/
Hiller Rinaldo Associates · CA

**Duzan**
Ceiling and roof building
1960s · Lars Bramberg · SE



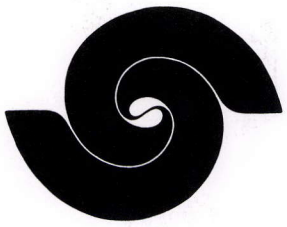
**Arti Grafiche Fantoni**
Design
1960s · Pier Vico Cortesi · IT

**Impresa Carlo Frigerio**
Construction company
1968 · Massimo Dradi · IT

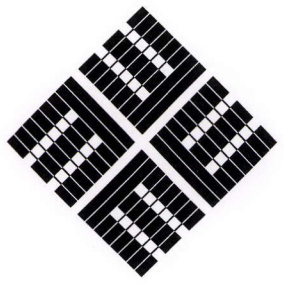


**Stieger Siebdruck**
Printing
1960s · Elias Stieger · DE

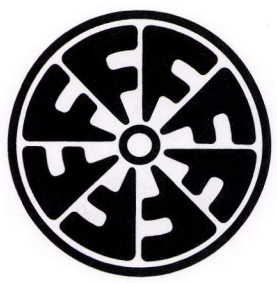
**Roland von Siebenthal**
Photo studio
1960s · Anonymous · CH



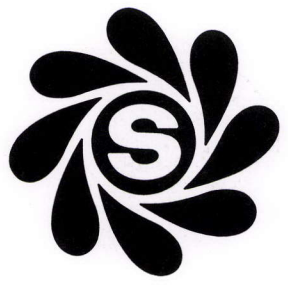
**Saratoga Performing Arts Center**
1966 · Charles Fuhrman · US



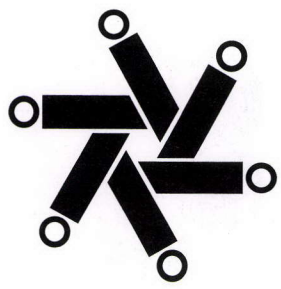
**Walter Mantegazza**
Punch cards
1965 · Armando Milani · IT



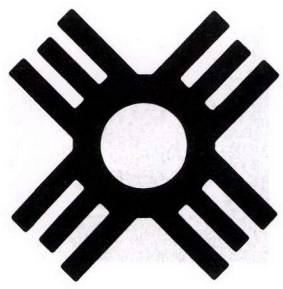
**Finnkino Oy**
Movie rentals
1965 · Kyösti Varis · FI



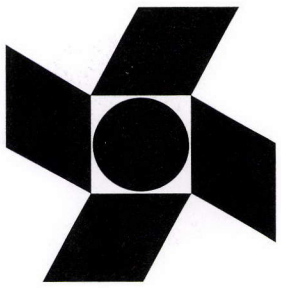
**Servissystems**
Cleaning systems
1969 · Kyösti Varis · FI



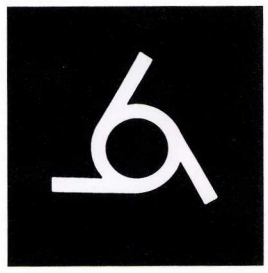
**Idea Books**
Publishing
1969 · Roberto Innocenti · IT



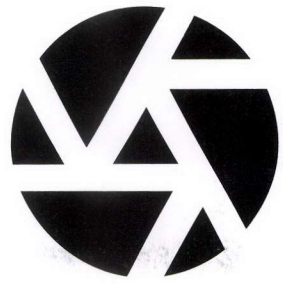
**Royal Architectural Institute of Canada**
1969 · Ken Patton · CA



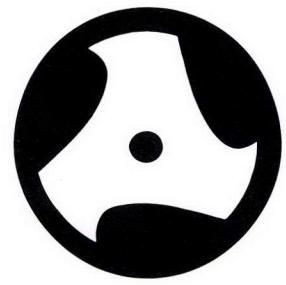
**Musées Nationaux du Canada**
Museums association
1970 · Georges Beaupré · CA



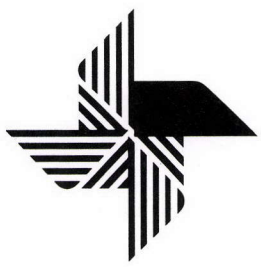
**Offset-Druck Lausanne**
Printing
1950s · Roger-Virgile Geiser · CH



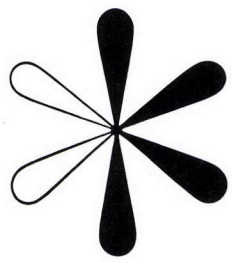
**Kolín Oil Refinery**
1950s · Oldřich Kopecký · CZ



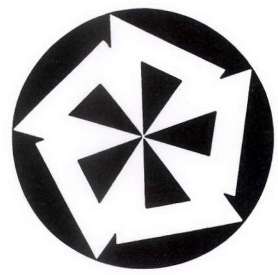
**Maschinenbau W. Ratsch**
Engineering
1965 · Karl Amann · DE-GDR



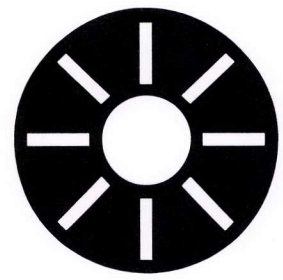
**Sundt & Company**
1969 · Bruno Oldani · NO



**Fabrik für Kosmetische Artikel**
Cosmetics
1940s · Gust Hahn · DE

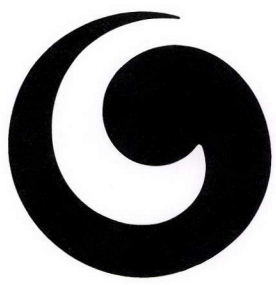


**Toys Corporation**
1950s · Emil O. Biemann · US



**National Institute of Industrial Research**
1964 · Eduardo A. Cánovas · AR

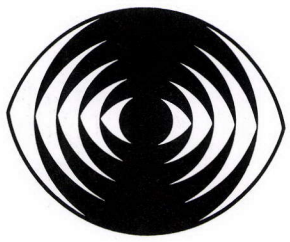
**State of Minnesota Agricultural Products**
1983 · Peter Seitz · US



**Ogilvie**
Haircare products
1970s · Dominik L. Burckhardt · US

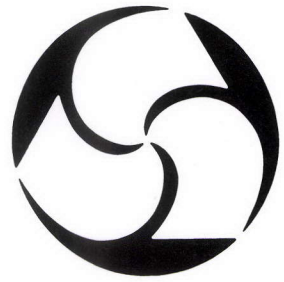
**Kona Surf Resort**
Hotel
1970 · Clarence Lee · US

**Bank of Tokyo**
1967 · Ikko Tanaka · JP



**Cedfi Film**
Film production
1972 · Niklaus Troxler · CH

**Feria del Pacífico**
Tourist festival
1966 · Claude Dietrich · PE

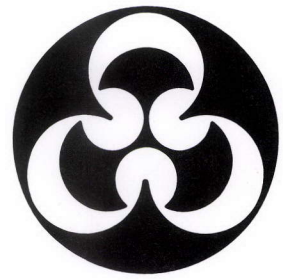


**Marine Accessory Company**
Boat fittings
1960s · Michael Tucker · UK

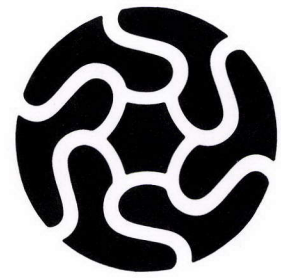
**Prose Recycling**
1983 · Peter G. Ulmer · CH

**D. W. Graham and Associates**
Landscape architecture
1966 · Jacques E. Charette · CA

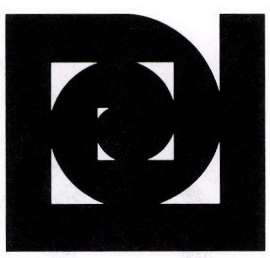
**Julien et Mège**
Industrial pumps
1964 · Jean-Marie Chourgnoz/
Chourgnoz Publicité · FR



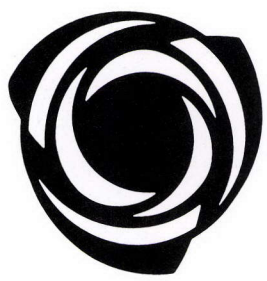
**Islander Inn**
Hotel
1970 · Clarence Lee · US



**Norm Scudellari**
Photography
1970 · Leslie Smart · CA

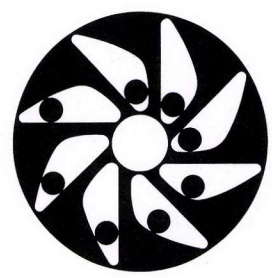


**Ippodo Gallery**
Art gallery
1970 · Shigeo Fukuda · JP



**Floron**
Artificial flowers
1960s · Gerd Leufert · VE

**Kauai Surf Resort**
Hotel
1970 · Clarence Lee · US

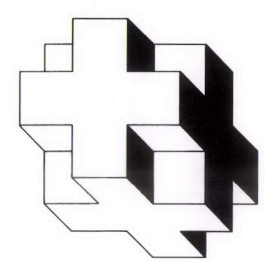


**Olivetti**
Office machines
1960s · Giovanni Pintori · IT

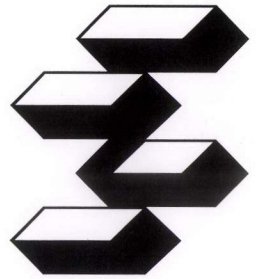
# Three-dimensional

# Dreidimensional

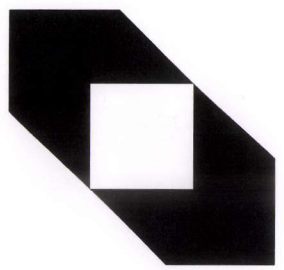
# Tridimensionnel



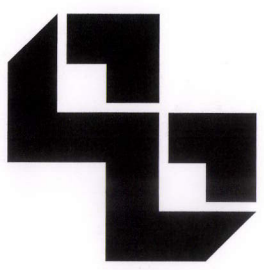
**University of Chicago Hospitals and Clinics**
1971 · Edward Hughes · US



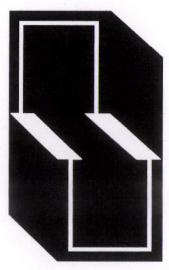
**Instituto Nacional de Industria**
Organization for national industries
1979 · Tomás Vellvé · ES



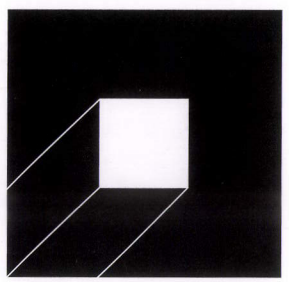
**Kassenbouw Broeiramen**
Boxes
1961 · Ralph Prins · NL



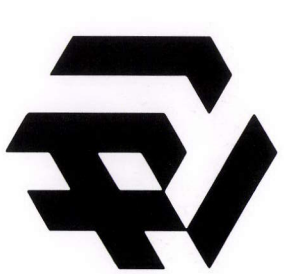
**Dresdner Packungsbetrieb**
Packaging
1965 · Fritz Panndorf · DE-GDR



**Cooperativa Consumo**
Consumers association
1969 · Francesc Guitart · ES

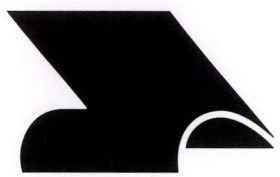


**Quadrant**
Construction company
1974 · Scott Engen · US

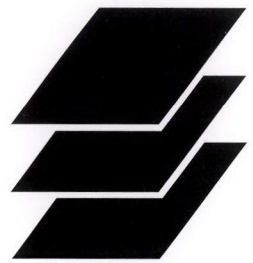


**Takeuchi Iin**
Healthcare
1978 · Tadamasa Katsube, Kenji Sakamoto · JP

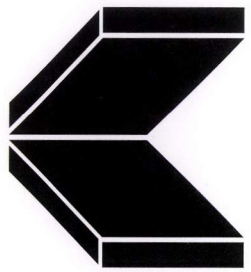
**Architectural Research Center**
1974 · Ernesto Lehfeld · MX



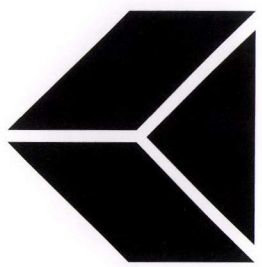
**Avant Cards**
Publishing
1977 · Marty Neumeier · US



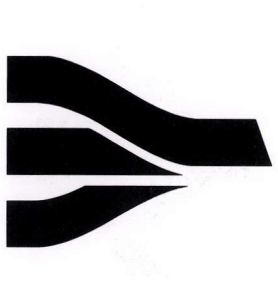
**Museo Nacional**
Museum
1970 · Félix Beltrán · CU/MX



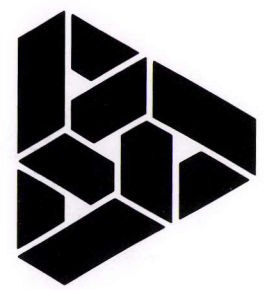
**Instituto del Libro Cubano**
Cuban book institute
1971 · Félix Beltrán · CU



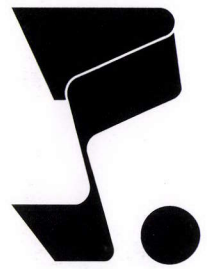
**Vargas**
Construction company
1978 · Félix Beltrán · CU/MX



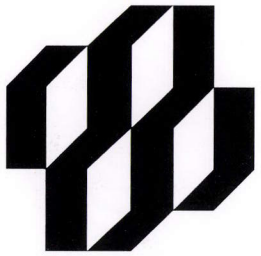
**Institute of Urban Planning**
1960s · Shigeo Fukuda · JP



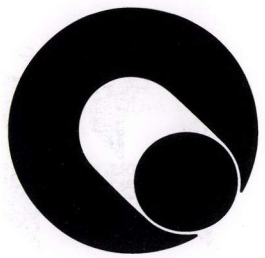
**State Secretary for Urban Development and Ecology**
1983 · Manuel Sanchez · MX



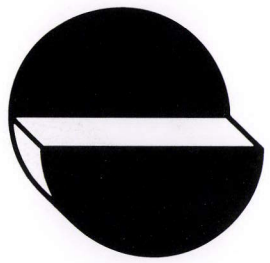
**Le Mobilier International**
Furniture
1971 · Claude A. Simard · CA



**Aannemingsbedrijf van Heeswijk**
Construction company
1969 · Ben Bos/Total Design · NL

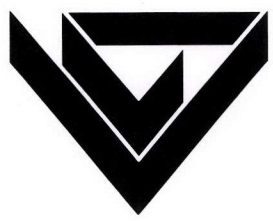


**Hino Architect & Engineering**
1975 · Tadamasa Katsube · JP

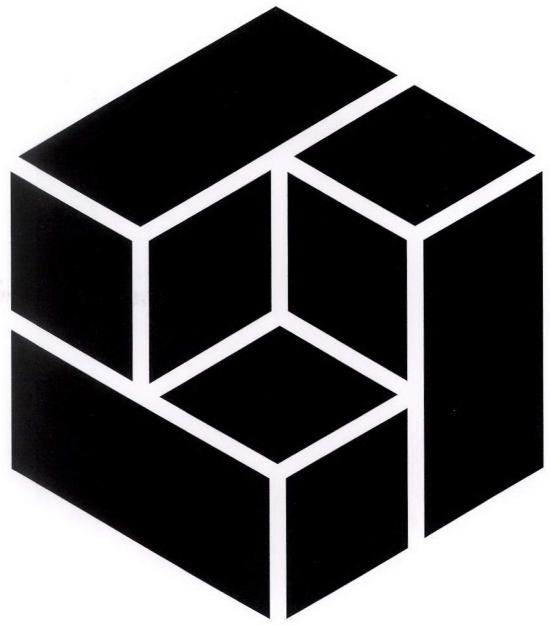


**Daiichi Zoen Doboku**
Landscape architecture
1981 · Akira Hirata, Hiroshi Mori · JP

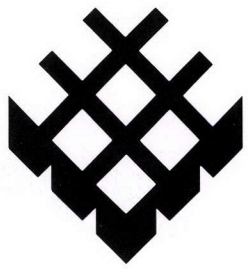
**Immobiliare Erba**
Real estate
1973 · Rinaldo Cutini · IT



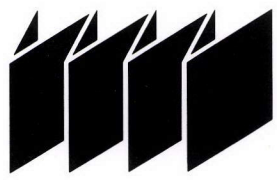
**Arpa**
1972 · Silvio Coppola · IT



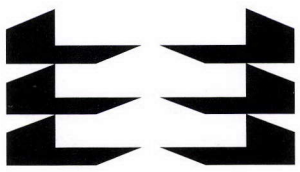
**Haraldssøn**
Office furniture
1968 · Paul Brand · NO



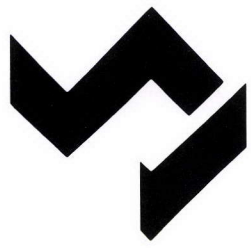
**Nowea Ausstellungsgesellschaft**
Exhibitions (proposed design)
1970 · Walter Breker · DE



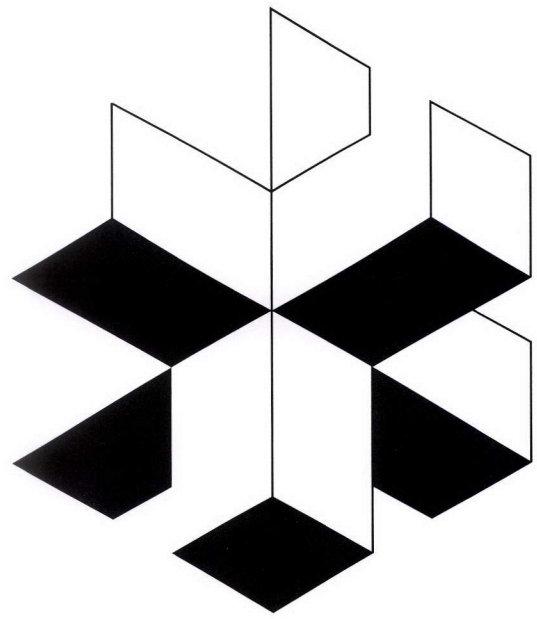
**Wolfgang Mann Verlag**
Publishing
1986 · Anonymous · DE



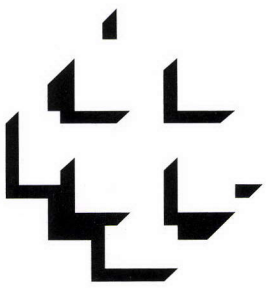
**SCAB**
Insurance
1972 · Jean Delaunay/Look · FR



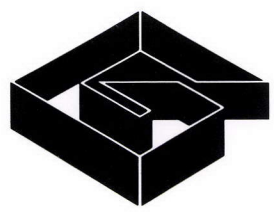
**Staubar Maribor and Dos**
Construction company
1974 · Matjaz Bertonceli · YU



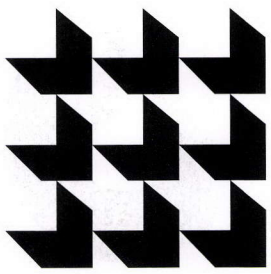
**Francisco Soler**
Construction company
1972 · Francesc Guitart · ES



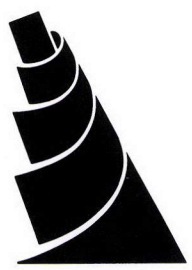
**Banco Central do Brasil**
Bank
1975 · PVDI · BR



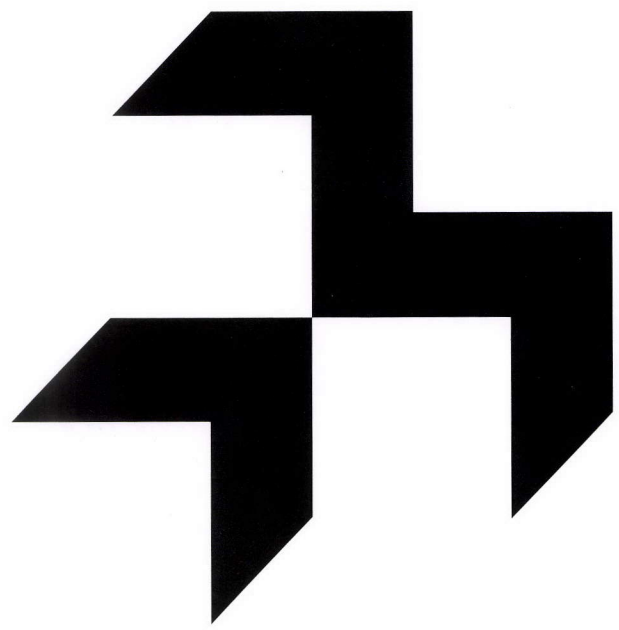
**Peter Green**
1975 · Gavin Healey · UK



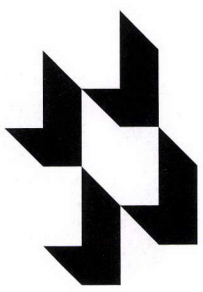
**Facility Technology & Management**
Computer systems
1969 · Eskil Ohlsson · US



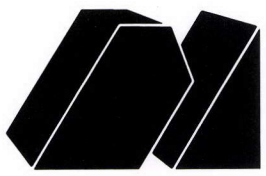
**New Left Books**
Publishing
1970 · Ken Garland · UK



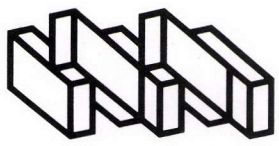
**British Organisation for the Development of Exports**
1968 · John Gibbs/Unit Five Design · UK



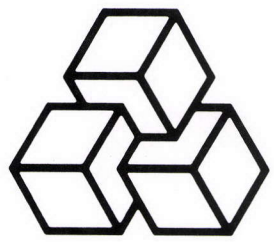
**Steel Properties**
1960s · Ward & Saks · US



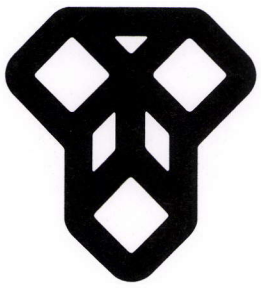
**Malmö Exhibition Center**
1980 · Gun Larson, Kerstin Larson · SE



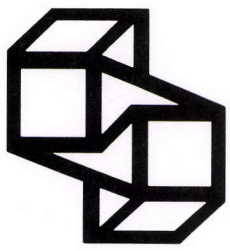
**Architecture 70**
Architectural congress
1969 · Gerd Leufert · VE



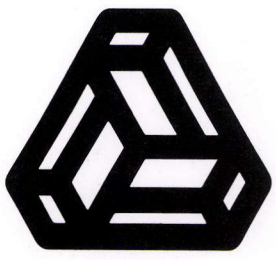
**Banco do Estado do Rio Grande**
Bank
1965 · Aloísio Magalhães/PVDI · BR



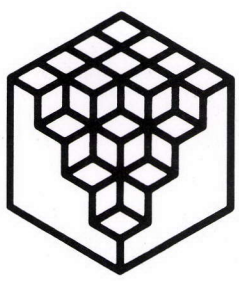
**Tanigawa Jitsugyo**
Nightclub
1974 · Teruo Fujishige · JP



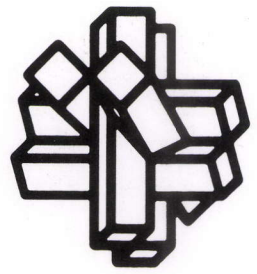
**American Federation of Arts**
Traveling exhibition
1967 · Rudolph de Harak · US



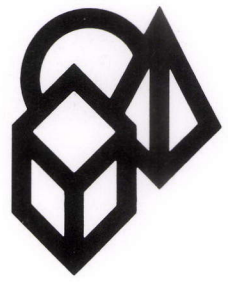
**Italstat**
Bank
1973 · Mimmo Castellano · IT



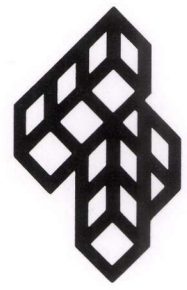
**L'Escalier**
Clothing
1970 · Michele Spera · IT



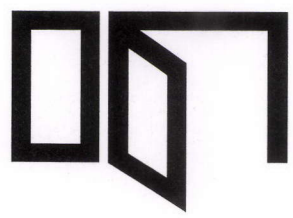
**Pictogramma**
Art gallery
1971 · Michele Spera · IT



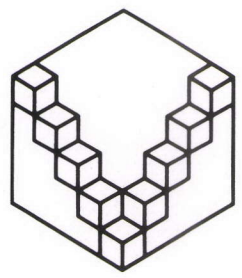
**Habitat Ufficio**
Interior design
1981 · R. Nava, D. Soffientini,
A. Ubertazzi · IT



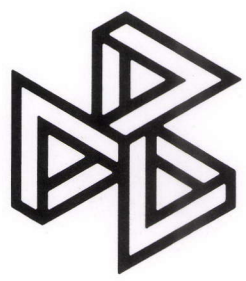
**Japan Typography Association**
1978 · Takenobu Igarashi · JP



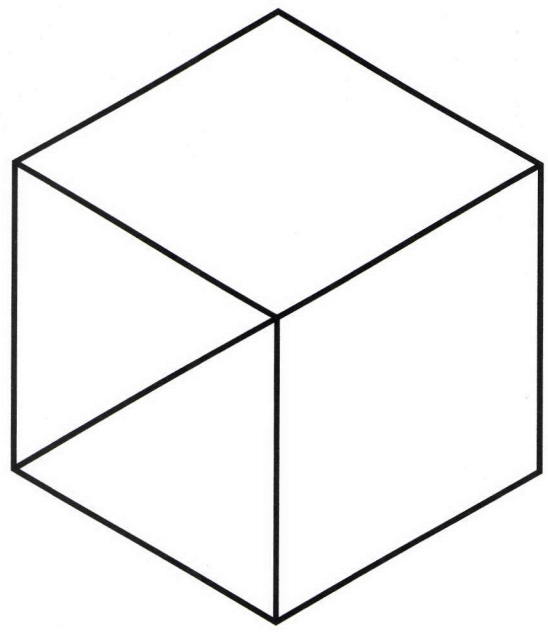
**Berger Türenbau**
Doors
1971 · Walter Bosshardt · CH



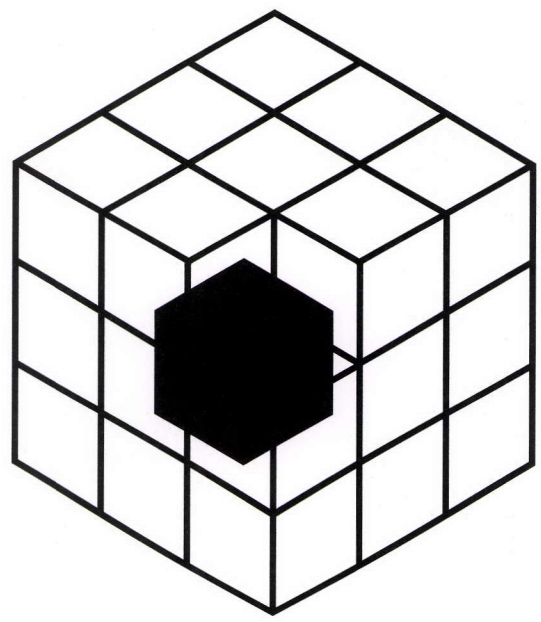
**Vedior Investments**
1976 · Ben Bos · NL



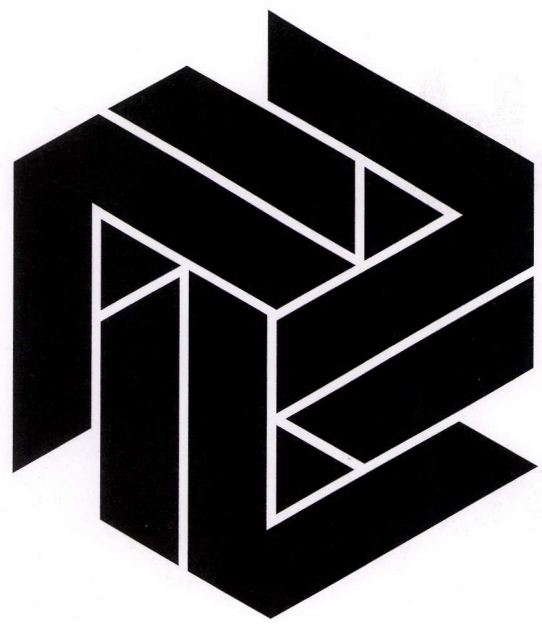
**Compagnie Italiana Vendite**
Import-export
1973 · Egidio Bonfante,
Theodoor Manson · IT



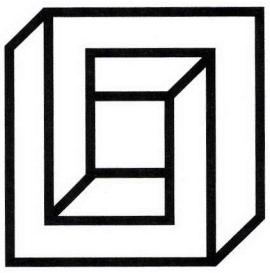
**Otto Zapf Möbel**
Furniture
1965 · Wolfgang Schmidt · DE



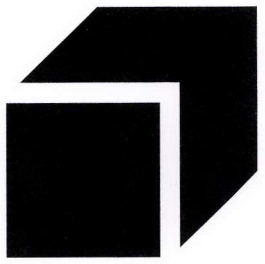
**Marion Shop**
Toys
1971 · Luciano Francesconi · IT



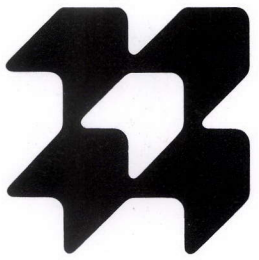
**Colegio de Arquitectos**
School of architecture
1977 · Álvaro Sotillo · VE



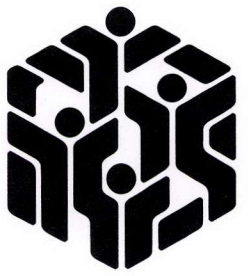
**Perfect Film & Chemical Corporation**
1968 · Hess & Antupit · US



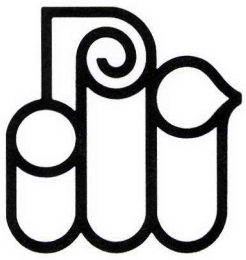
**Se.Co.A.**
Management consultancy
1973 · Da Centro Disegno · IT



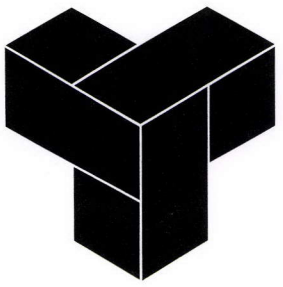
**Montedison**
Chemicals
1972 · Landor Associates · US



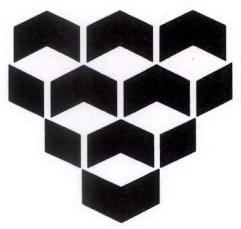
**Minnesota Social Services**
1974 · Peter Seitz · US



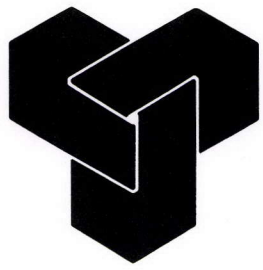
**American Can Company**
Can manufacturer
1967 · George Tscherny · US



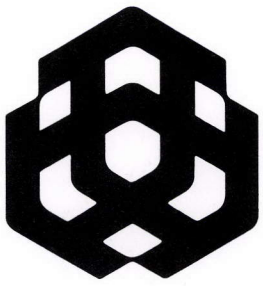
**York Centre**
1973 · Stuart Ash/
Gottschalk+Ash · CA



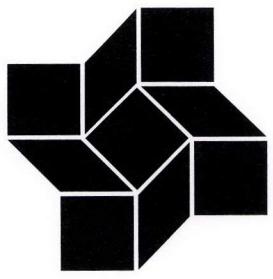
**Socialstyrelsen**
Social services
1968 · Lars Ringholm · SE



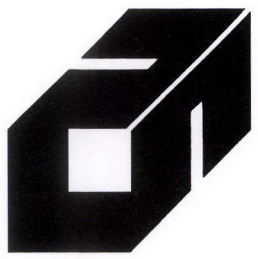
**Unione Nazionale Costruttori Serramenti Alluminio Acciaio Leghe**
Building workers union
1973 · Studio GSZ · IT



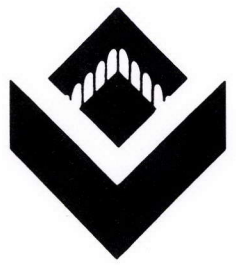
**Canaco Monterrey**
Chamber of commerce
1982 · Jorge Sposari · AR



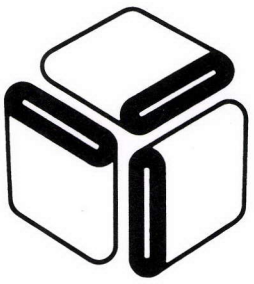
**Jörn Jörgensen**
Design
1967 · Paul Brand · NO



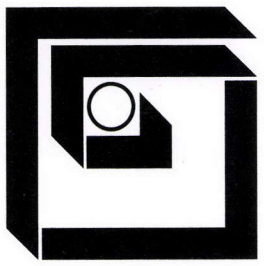
**Arcan Eastern**
Shelving
1970 · Savage Sloan · CA



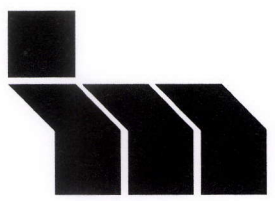
**Associazione Pittura Pavia**
Art association
1972 · Pietro Galli · IT



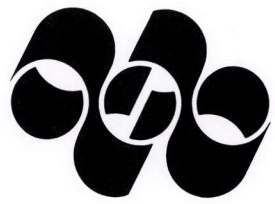
**Budaprint**
Textiles
1965 · Gábor Papp · HU



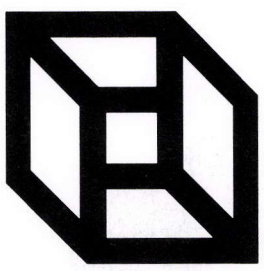
**Kunstverein Biel**
Art association
1958 · René Brotbeck · CH



**Idea Muebles**
Furniture
1971 · Pérez Sánchez · ES

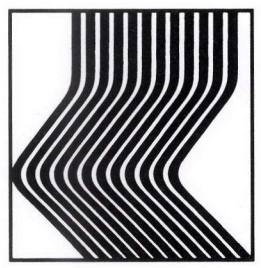


**Orfebreria Colonial**
Art exhibition
1970 · Manuel Espinoza · VE

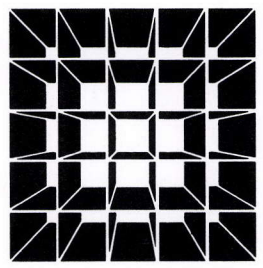


**Rade Šupić**
Wooden products
1973 · Dalibor Martinis · YU

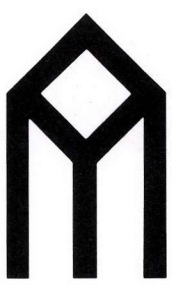
**Univerza v Mariboru P.A.**
University
1980 · Ivan Dvoršak · YU



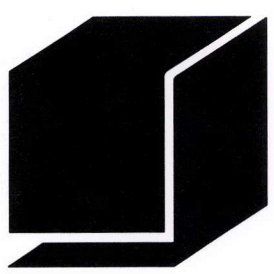
**Hair Care Treatments by Avon Cosmetics**
1971 · Vance Jonson · US



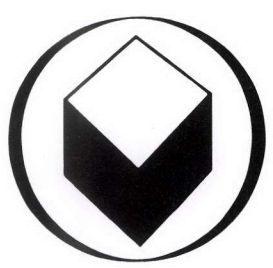
**Hewitt Associates**
Management consultancy
1982 · Jack Weiss, Randi Robin · US



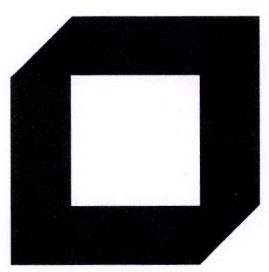
**Taro Product**
Architecture
1970 · Mitsuhiko Sasao/
McCann Erickson-Hakuhodo · JP



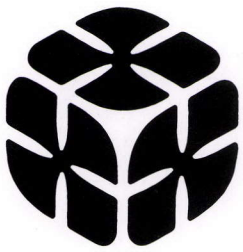
**Messe für Inneneinrichtung**
Trade fair
1974 · Michael Herold · DE



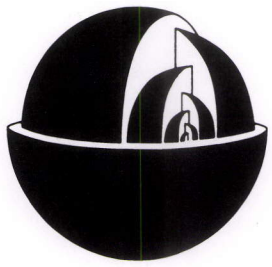
**Verlagsgruppe**
Publishing
1953 · Heinz Schwabe · DE



**SHV Bouwsector**
Construction company
1967 · Benno Wissing, Pieter van Delft/
Total Design · NL



**Community Builders and Building Materials**
1960s · Franciszek Winiarski · PL

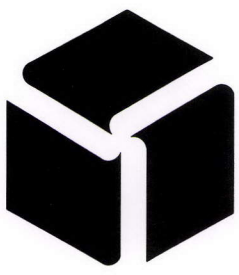


**Centro Commerciale Americano**
Exhibition of plastic products
1967 · Carlo Bruni · IT

**Vita Farmac**
Pharmaceuticals
1955 · Ryszard Sidorowski · PL

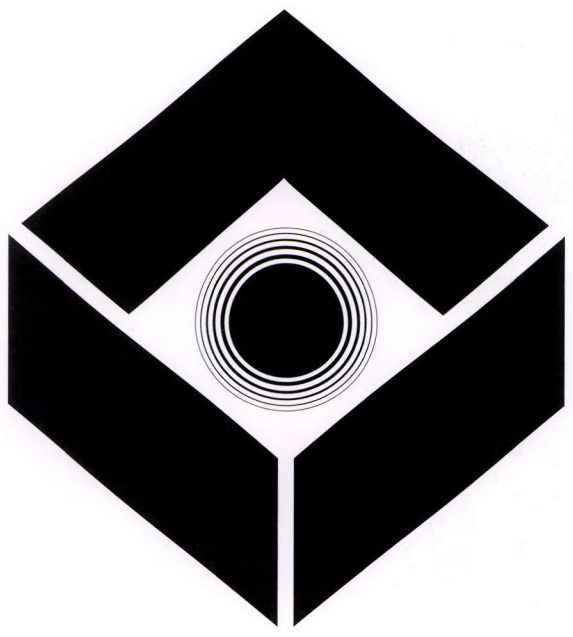
**American Housing Guild**
Home building
1971 · Jay Hanson · US

**Central Office of Information**
Marketing and communications
1972 · Cecil Bourchier, Carl Wilson/ COI Design Unit · UK

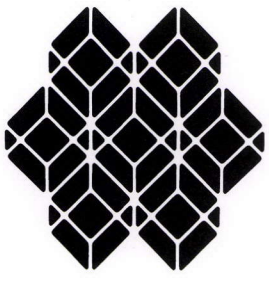


**New York Times Books**
Publishing
1970 · Edward Marson · US

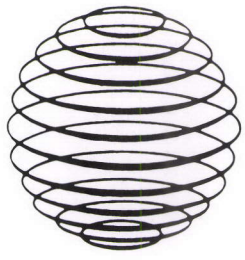
**Commercial Industrial Systems**
1981 · Thomas Ohmer, Koji Takei · US



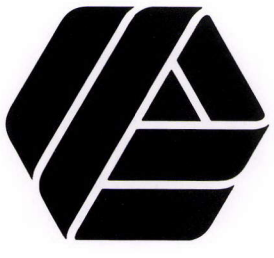
**The California State Exposition**
Exhibitions
1966 · Saul Bass & Associates · US



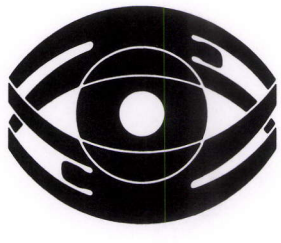
**The Icehouse, San Francisco**
1975 · Michael Vanderbyl · US



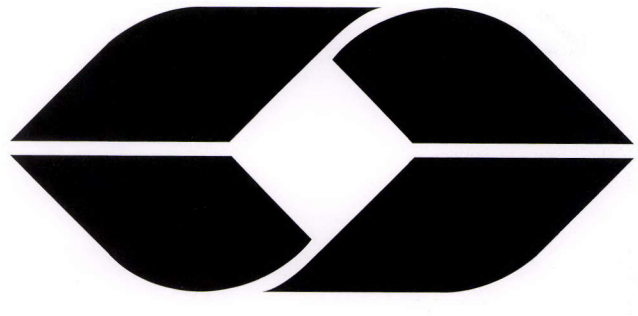
**Hemisphere Club**
Lunch club
1970 · George Nelson · US



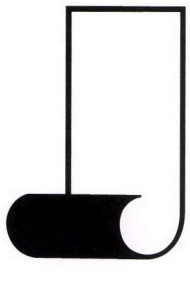
**Clawges Associates**
Advertising
1967 · Hess & Antupit · US



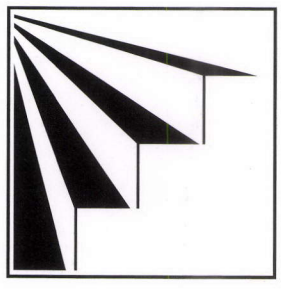
**Hattori**
Watches
1970 · Shigeo Fukuda · JP



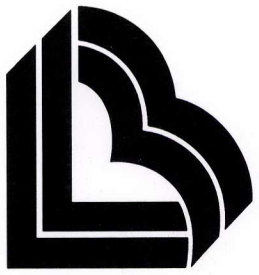
**Equity Funding Corporation of America**
Insurance
1969 · Gary Hinsche/Robert Miles Runyan · US



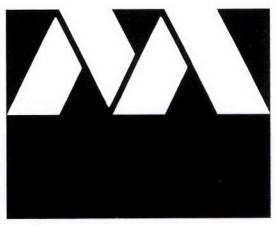
**G. Jantsch Druckerei**
Printing
1980 · Hermann Zapf · DE



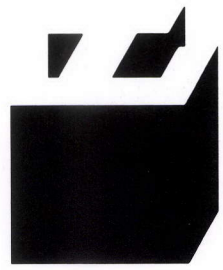
**Hazelden Treatment Center**
1989 · Peter Seitz · US



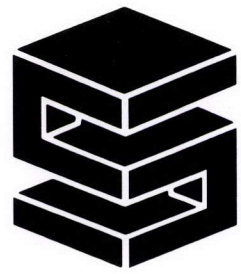
**Lukas Beddy**
Furniture
1970 · Emanuele Centazzo/Sitcap · IT



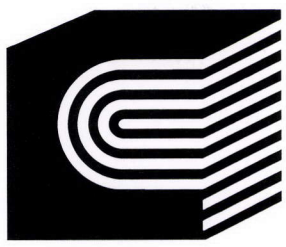
**Mitsui Home**
Grocery
1977 · Iwao Miyanaga,
Yasaburo Kuwayama · JP



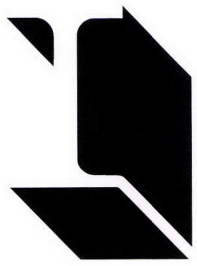
**Linguaglossa**
Steel
1976 · Francesco Burcini · IT



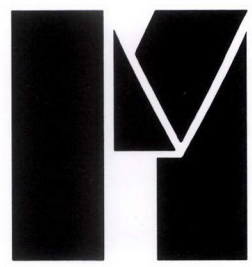
**Seiho-Sha**
Art gallery
1976 · Shigeo Fukuda · JP



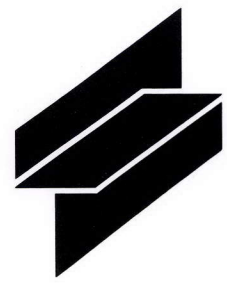
**Cromotip**
Printing
1968 · Nedo Mion Ferrario · VE



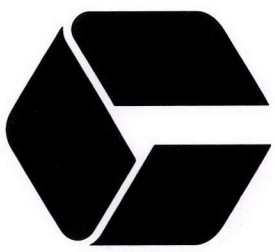
**Irish Steel Limited**
1978 · Damien Harrington · IE



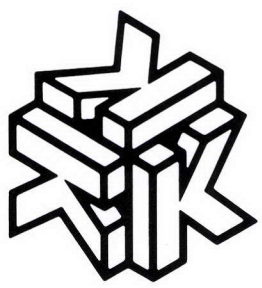
**Matthaes Verlag**
Publishing
1986 · Anonymous · DE



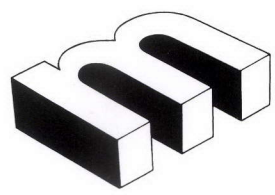
**Tecnotec**
Metals
1980 · Félix Beltrán · CU



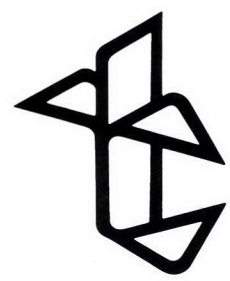
**Consolidated Mutual Insurance Company**
1960s · Philip Franznick · US



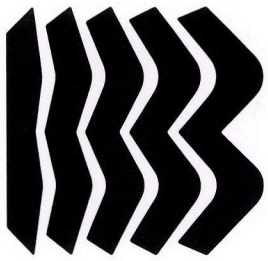
**Kuresa**
Adhesive films and papers
1980 · Claude Dietrich · PE



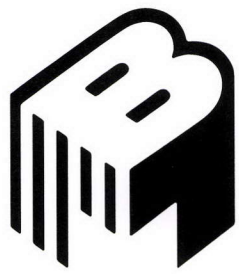
**Meyster**
Publishing
1977 · Anonymous · DE



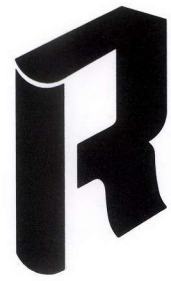
**Tenicaña**
Foods
1978 · Dicken Castro · CO



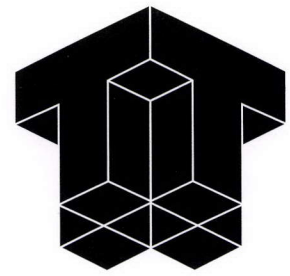
**R. W. Buelow Architects**
1981 · Gale William Ikola · US



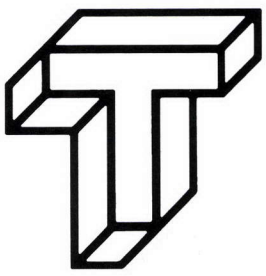
**Miyamaru**
Bookstore
1978 · Osamu Ogawa,
Junzo Yamamoto · JP



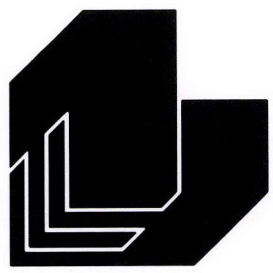
**Ranno Book**
Publishing
1975 · Ronald Cutro · US



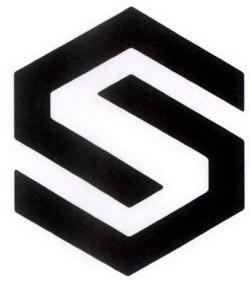
**Georgia Bankers Association**
State banks organization
1980 · Don Connelly · US



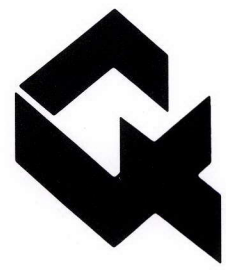
**Tornaghi Mobiliere**
Furniture
1979 · R. Nava, D. Soffientini,
G. Romani, A. Ubertazzi · IT



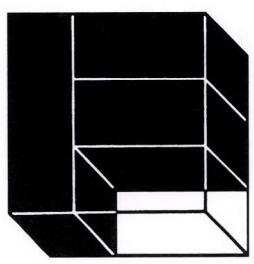
**Schreinerei Wüst**
Carpentry
1970 · Atelier Stadelmann Bisig · CH



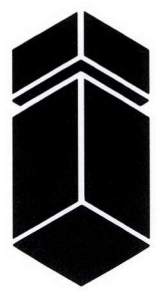
**Siderurgica del Pacifico-Sidelpa**
Ironworks
1976 · Dicken Castro · CO



**Quinpool Centre Developments**
1977 · Rick Cartledge · CA

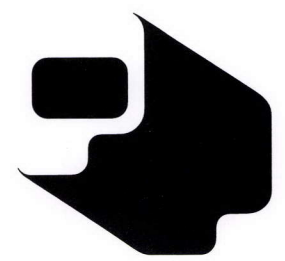


**Alberto Ferrari**
Construction company
1971 · Emanuele Centazzo/Sitcap · IT

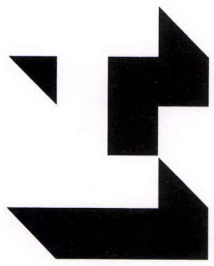


**Interexport**
Import-export
1983 · Félix Beltrán,
Mónica Reyes · CU/MX

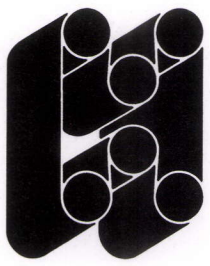
**Solfer**
Metals
1978 · Francesco Burcini · IT



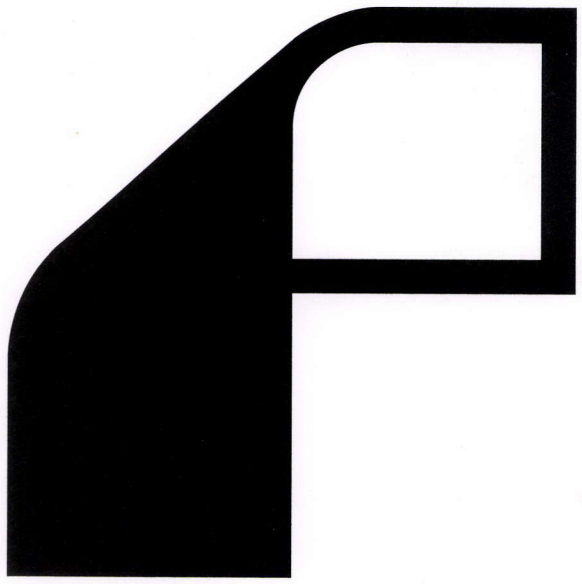
**Proda**
Electronic data-processing
1969 · Claude Dietrich · PE



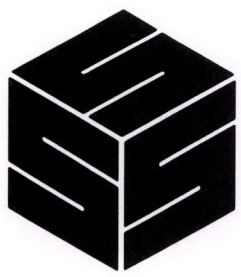
**The Income Fund of America**
Investment
1973 · Thomas Ohmer, Carl Seltzer · US



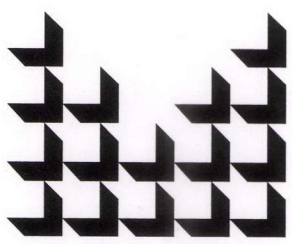
**Himes**
Printing
1975 · Lanny Sommese · US



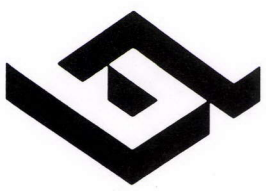
**Fotoklub Maribor**
Photographers club
1975 · Ivan Dvoršak · YU



**Standard Show Services**
Exhibitions
1968 · Ernst Roch/
Design Collaborative · CA

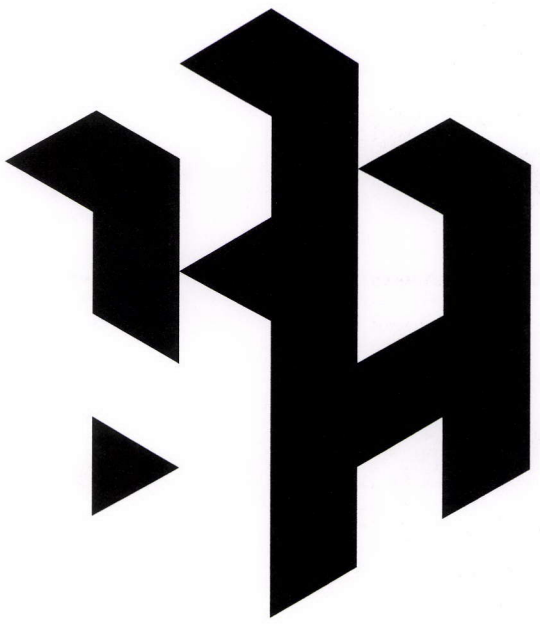


**Matui Architectural Office**
Planning office
1977 · Akisato Ueda · JP

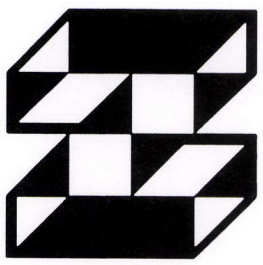


**Guérin**
Construction company
1969 · Alain Pontecorvo, Daniel Maurel/
Chourgnoz Publicité · FR

**Empaques de Cartón Titán**
Packaging
1970s · Lance Wyman · US/MX



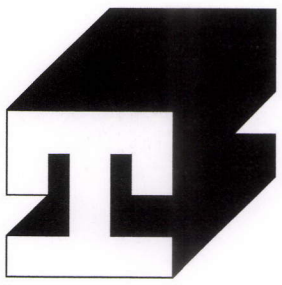
**Harmonic Groupement**
Industrial investment
1973 · Jean Delaunay/Look · FR



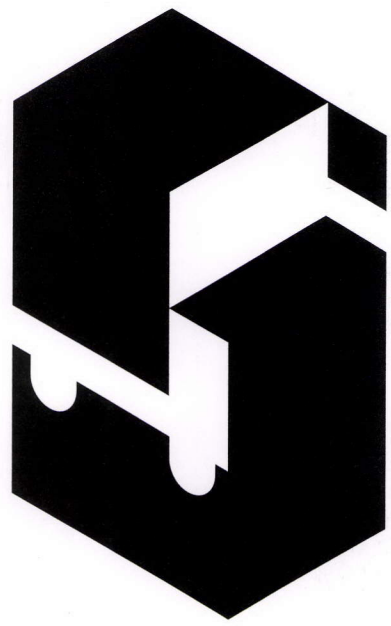
**International Design Center**
Furniture
1966 · Gordon Salchow · US

**Eskil Ohlsson Associates**
Design
1970 · Eskil Ohlsson · US

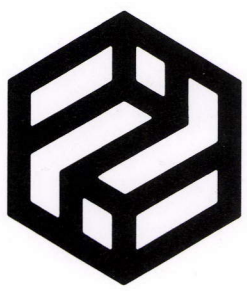
**Promusel**
Haulier
1983 · José Santamarina/
Elias & Santamarina · ES



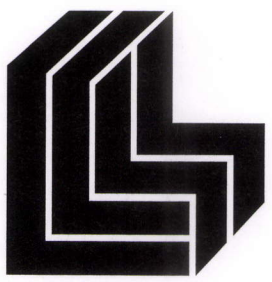
**Techint**
Engineering
1969 · Bob Noorda/
Unimark International · IT



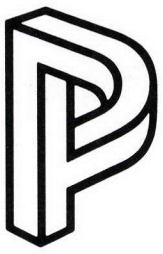
**Sabco**
Trucks
1967 · Jay Hanson · US



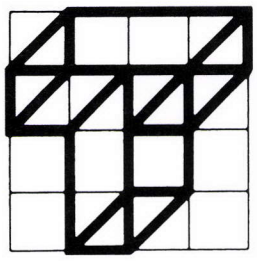
**Interco Container**
1970s · R. Nava, D. Soffientini,
G. Romani, A. Ubertazzi · IT



**Lopes Galerie für Konkrete Kunst**
Art gallery
1976 · Odermatt+Tissi · CH

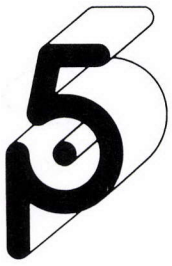


**Policomer**
Import-export
1971 · Enric Huguet · ES

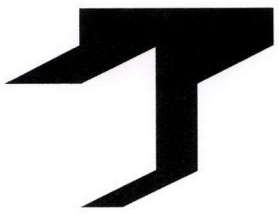


**Takenobu Igarashi**
Design
1975 · Takenobu Igarashi · JP

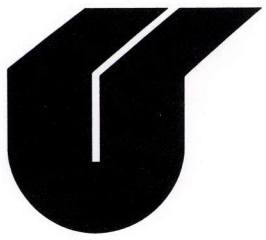
**Nordiska**
Investment
1968 · Hess & Antupit · US



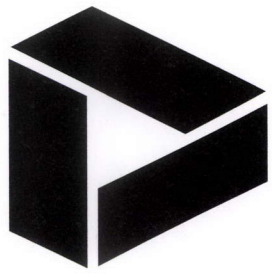
**Riva & Mariani**
Thermoacoustic insulation
1969 · Alfredo Troisi · IT



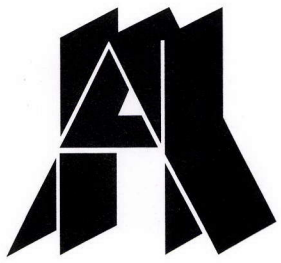
**Tercoma**
1971 · Pal Horváth/H Design · BE



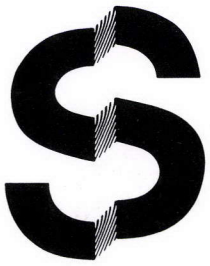
**Ulshore**
Pharmaceuticals
1981 · Maurizio Milani · IT



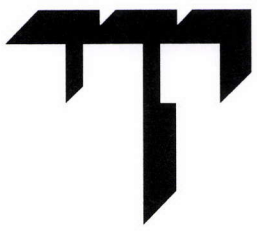
**Delta Books**
Publishing
1969 · Jiří Rathouský · CZ



**American Foundation on Automation and Employment**
1970 · S. Neil Fujita · US

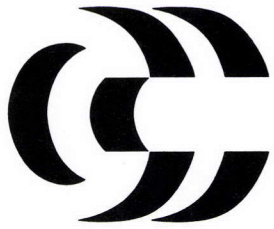


**Structural Softwoods**
Timber
1982 · Damien Harrington · IE

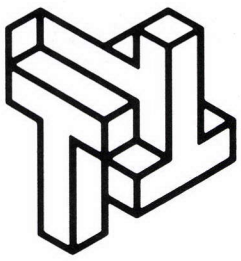


**Tilysa Construcciones**
Construction company
1980 · Morfos Diseño · MX

**Telimena**
Textiles
1965 · Witold Surowiecki · PL

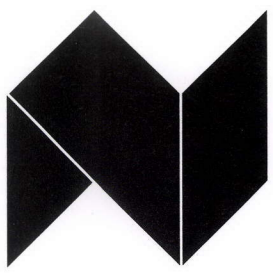


**City College**
1969 · Pieter van Delft/
Unimark International · US

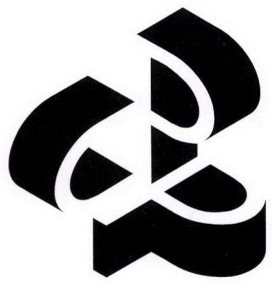


**Investors Diversified Services**
Financial management
1977 · Gale William Ikola · US

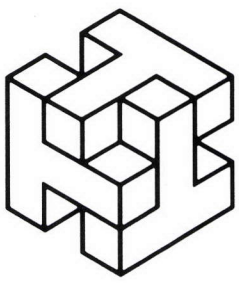
**Peter Paulsen**
Real estate
1978 · Harry Murphy, Stanton Klose · US



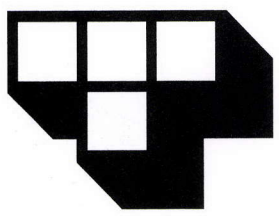
**Nuratex**
Timber
1965 · Bob Noorda/
Unimark International · IT



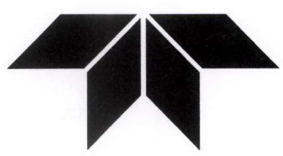
**Creative Parks & Playgrounds**
1965 · Lance Wyman · US



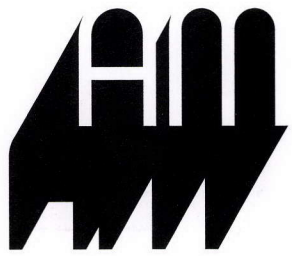
**Triverse**
Exhibition systems
1965 · Stephen Dunne/
Unimark International · US



**Toyofuku-Kensetsu**
Construction company
1981 · Shigenobu Nagaishi · JP

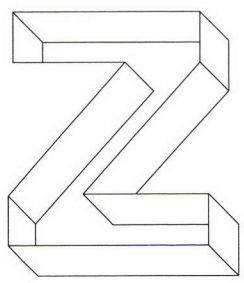


**Teledyne**
Broadcasting
1964 · Maurice Yanez/
Robert Miles Runyan · US

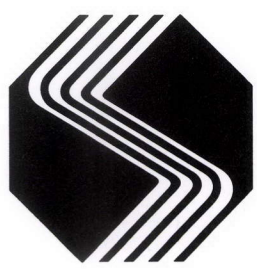


**Architecture of Mexico**
Magazine
1970 · Lance Wyman · US

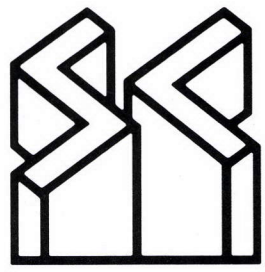
**Universa v Mariboru**
University
1977 · Ivan Dvoršak · YU



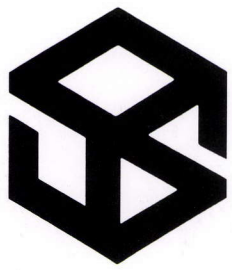
**Zinc Development Association**
Zinc
1969 · Crosby, Fletcher, Forbes · UK



**Shrenuj & Co.**
Jeweler
1976 · Sudarshan Dheer · IN



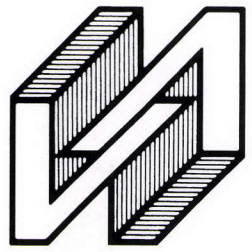
**System Creates**
Planning office
1978 · Takao Yoguchi · JP



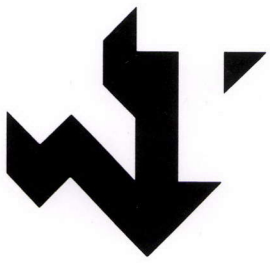
**Service Editions S.E.D.E.C.**
Publishing
1970 · Jacques Nathan-Garamond · FR

**H. Wesselo en J.J. van Voorst**
Architecture
1970 · Jan Jaring · NL

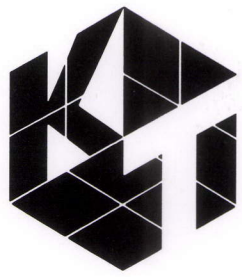
**Cartiera di Tolmezzo**
Paper
1959 · Giulio Confalonieri, Ilio Negri · IT



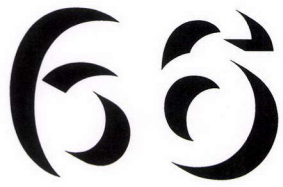
**Vetreria Angelana**
Glass
1981 · Francesco Burcini · IT



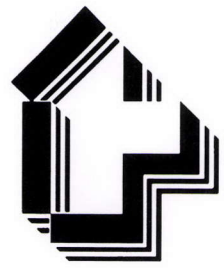
**Tetsuya Ohta**
Design
1980 · Tetsuya Ohta · JP



**Toshi Kenchiku Kenkyusho**
Planning office
1981 · Akiyoshi Kuwahara · JP

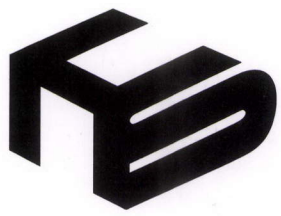


**Zinc Development Association Conference 1966**
1969 · Crosby, Fletcher, Forbes · UK

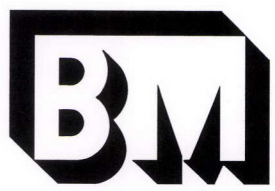


**Pavatex Garantien**
Guarantees
1982 · Marc Burckhalter, Peter Christensen · CH

**Cashmart Wholesale Grocers**
1968 · Negus & Negus · UK

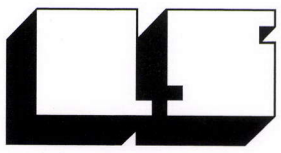


**Hawker Siddeley**
Aircraft production
1963 · Minale, Tattersfield, Provinciali · UK



**Bruno Manetti**
Insurance
1970 · Massimo Dradi · IT

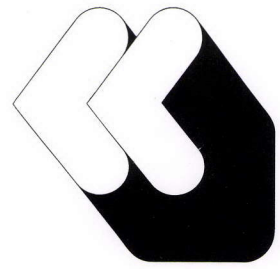
**Banque Nationale de Paris**
Bank
1967 · A. Baier/Delpire-Advico · FR



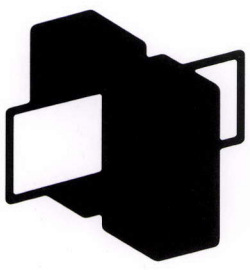
**Luís López y Guillermo Sáez**
Architecture
1968 · Ribas & Creus · ES

**Geigy Pharmazie**
Pharmaceuticals
1967 · Markus Löw · CH

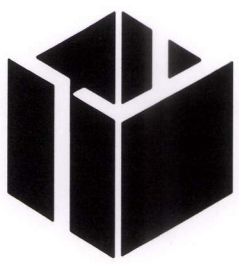
**Slovenija Ceste Tehnika**
Construction company
1979 · Ivan Dvoršak · YU



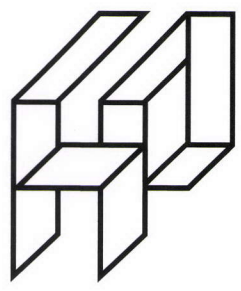
**Vereinigung Karster Künstler**
Artists association
1984 · Paul Effert · DE



**Internazionale Marmo Macchine**
Trade fair
1980 · Sergio Salaroli, Michele Spera · IT

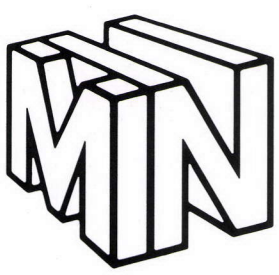


**NEC Corporation Engineering Center**
1978 · Koichi Mizuno · JP

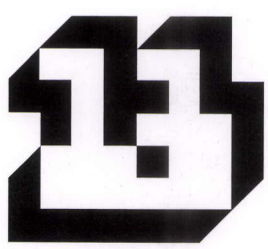


**Hotel La Pedregosa**
1969 · Nedo Mion Ferrario · VE

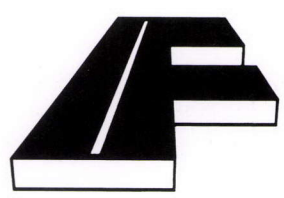
**Estructuras Activas**
Industrial design
1970 · Nedo Mion Ferrario · VE



**Michael Novak**
Architecture
1975 · Lanny Sommese · US

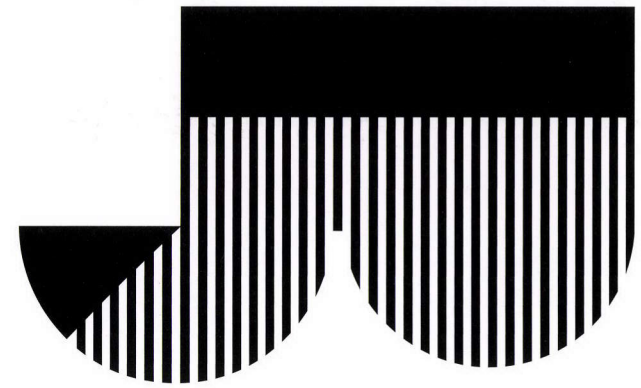


**Tairumento**
Construction company
1983 · Yukihisa Nakayama · JP



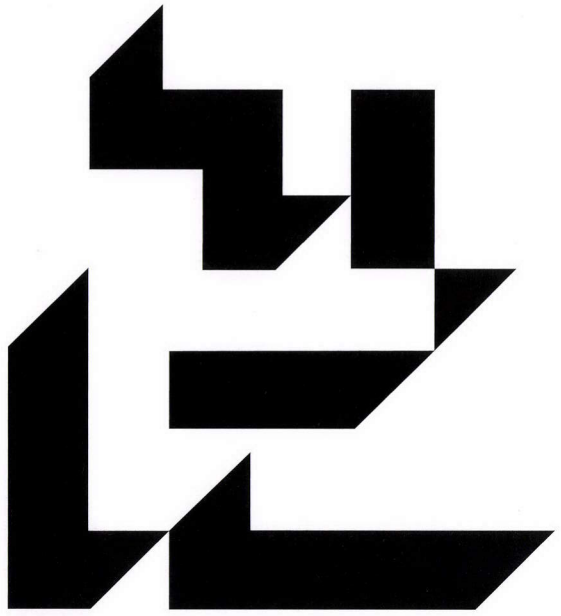
**Fapasa**
Road construction
1958 · Enric Huguet · ES

**Theissen**
Roofer
1980 · Michael Herold · DE

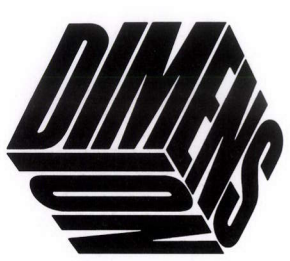


**Leonblu**
Furniture
1971 · Silvio Coppola · IT

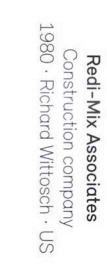
**Container Corporation of America**
Packaging
1958 · Ralph E. Eckerstrom · US



**Fairlawn Industries**
1970 · David Leigh · US



**Dimension**
Broadcasting
1960s · Franz Wagner · US

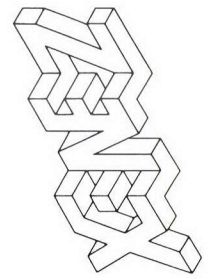


**Redi-Mix Associates**
Construction company
1980 · Richard Wittosch · US

**Nobrium**
Chemicals
1971 · Mervyn Kurlansky/
Pentagram · UK

**Webeg Baugesellschaft**
Construction company
1972 · Siegfried W. Küchler · DE

**Zenex**
Construction company
1981 · Tony Forster · UK



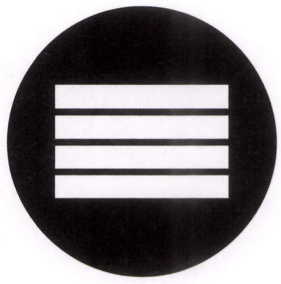
**ESAB**
Welding equipment
1974 · Cult Dahlen · SE

**Even when of superior color or form, in the end, what makes a logo work is its substance. Good logos make visible the achievements and actions of the products they represent. Often in the creative process, one aspect dominates, but once completed, balance is the key to making a logo shine.**
Shin Matsunaga

**Ein Logo überzeugt trotz prägnanter Farbe oder Form vor allem durch seine Substanz. Ein gutes Logo veranschaulicht die Leistungen und Funktionen dessen, was es repräsentiert. Im kreativen Prozess steht zwar häufig ein Aspekt im Vordergrund, doch in der endgültigen Form besticht ein Logo durch Ausgewogenheit.**
Shin Matsunaga

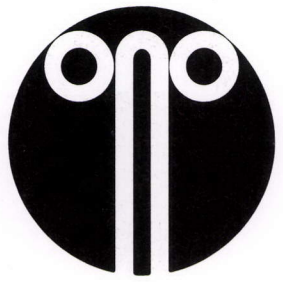
**Quel que soit l'effet de la couleur ou de la forme, un logo est d'abord convaincant par sa teneur. Un bon logo illustre les prestations et les fonctions de ce qu'il représente. Pendant le processus créatif, il arrive souvent qu'un aspect prédomine, mais dans sa forme définitive, un logo séduit par son équilibre.**
Shin Matsunaga

# Blanc sur noir

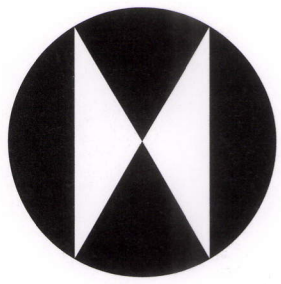


**Montagebau Plannungsgesellschaft**
Construction company
1968 · Josefine Fellmer · DE

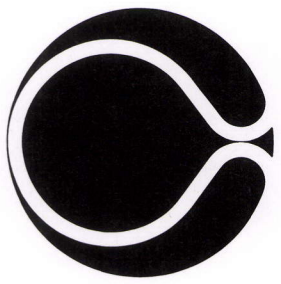
**Ontario Trucking Association**
Transportation
1974 · Peter Adam/
Gottschalk+Ash · CA



**Ono City Ironware Cooperative**
Workers association
1982 · Ikuya Kimura · JP

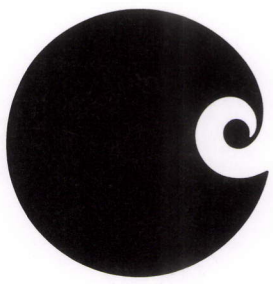


**Elektro-Heikes**
Electronics
1969 · Josefine Fellmer · DE



**Maglificio Gianluca**
Clothing
1968 · Dante Bighi · IT

**Visual Communications**
Design
1979 · Nagato Kawamoto · JP



**Canadian Government Pavillion, Expo '70, Osaka**
World's fair stand
1970 · Neville Smith · US

**Facit**
Furniture
1960s · Anonymous · SE

**Air Jamaica**
Airline
1969 · Hans Kleefeld/
Stewart & Morrison · CA

# Weiß auf Schwarz

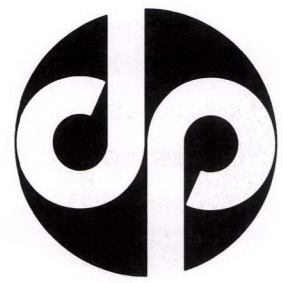
**Weberei Wängi**
Weaving
1968 · Peter Bloch · CH

**Hokkaido Takushoku**
Bank
1969 · Shigeo Fukuda · JP

**René Gigandet**
Design
1960s · René Gigandet · CH

**Oclesna Galleria**
Art gallery
1975 · František Bobáň · CZ

**Société Française des Presses Suisses**
Printers association
1950s · Georges Wicky · CH



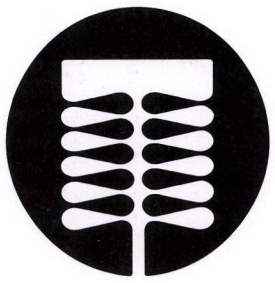
**Pirelli Due Palme**
Carpets
1967 · Amleto Dalla Costa · IT

# White on Black

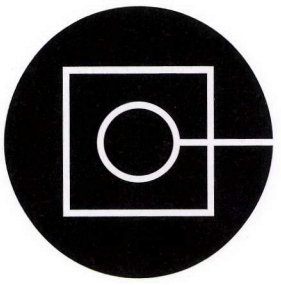
**The Plessey Company**
Electronics
1960s · Norbert Dutton/
Rapier Design · UK

**Schweizerische Zentrale für Verkehrsförderung**
Transport promotion
1940s · Walter Käch · CH

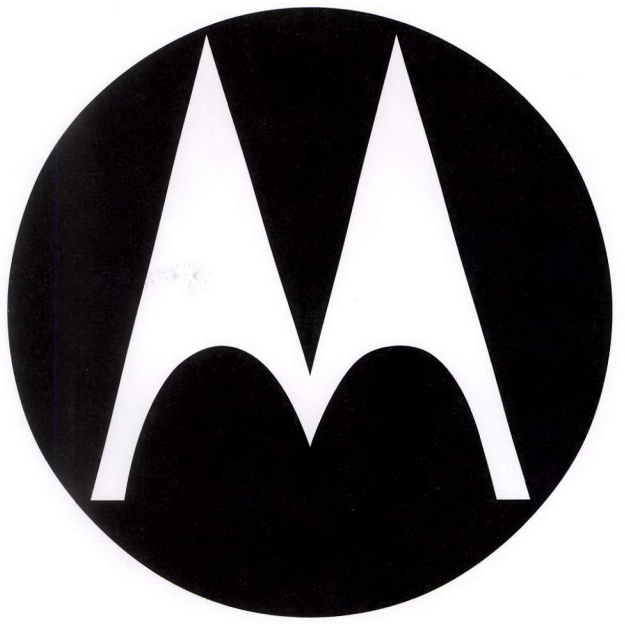
**Hotel Thüringer Tourist Suhl**
1965 · Walter Höhne · DE-GDR



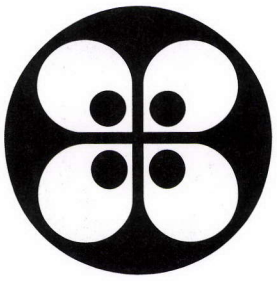
**Kona Inn**
Hotel
1970 · Clarence Lee · US



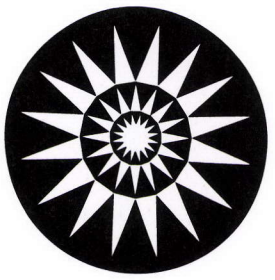
**Color Communications**
Inks
1970 · James Lienhart · US



**Motorola**
Telecommunications
1952 · Morton Goldsholl · US

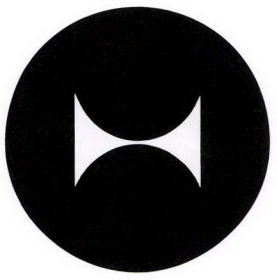


**R. Murray & Son**
Construction company
1970 · Raymond Lee · CA



**Bactine**
Skin cream
1960s · Morton Goldsholl
Design Associates · US

**Max**
Soap
1980 · Fumio Koyoda · JP



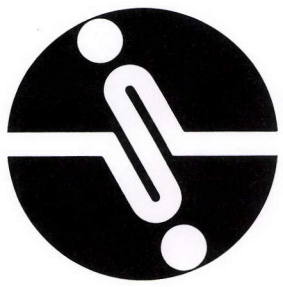
**Medium Publicidad**
Advertising
1965 · Rómulo Macció · AR

**Marufuku**
Ceramics
1979 · Kazuharu Fuji · JP

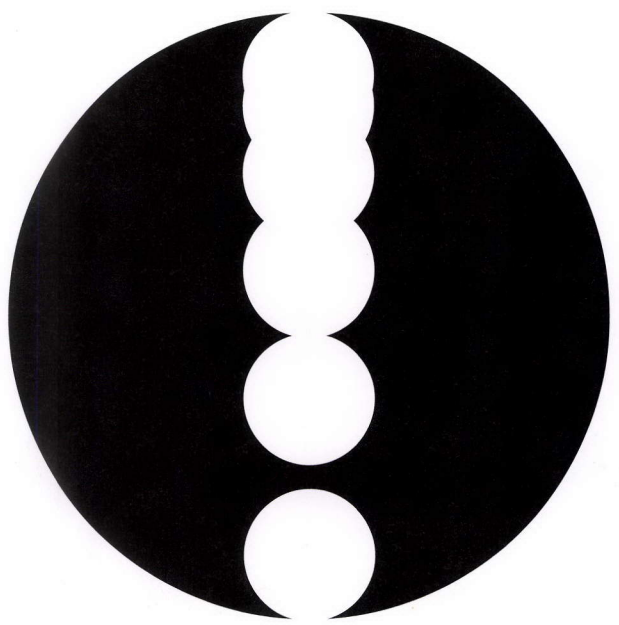
**Mitake Yogyo**
Landscape gardening
1983 · Yasuhisa Iguchi · JP

**Tele-Tape Productions**
Television studios
1968 · Seldon G. Dix Jr. · US

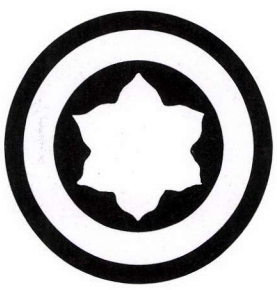
**Reska**
Furniture
1960s · Anonymous · DK



**Suginoko Academy**
School
1983 · Yasuhisa Iguchi · JP



**Bank of Iwate**
1971 · Shigeo Fukuda · JP

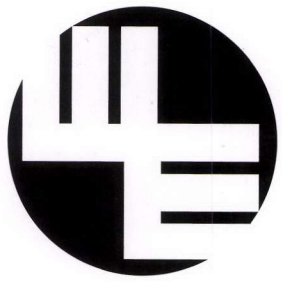


**Jigoro Kano Judo Club**
Sports
1959 · Giancarlo Iliprandi · IT

**TV Tokyo**
Broadcasting
1983 · Yasuhisa Iguchi · JP

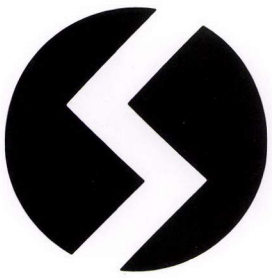
**Kokusai International**
Travel agency
1969 · Jim Miho · JP

**Taiyo Kobe Bank**
1973 · Tadashi Ohashi · JP



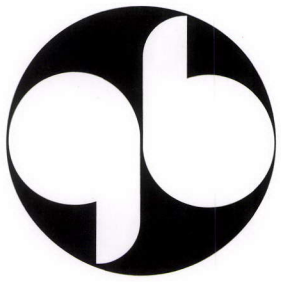
**WE Elementewerke**
Machine parts
1970 · Ekkehart Rustmeier · DE

**Ontario Film Laboratories**
1970 · Leslie Smart · CA

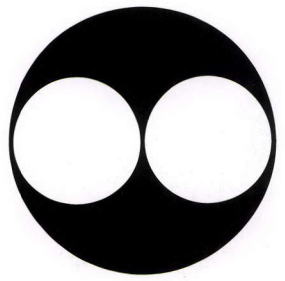


**Japan Sporting Goods**
1975 · Kazumasa Nagai · JP

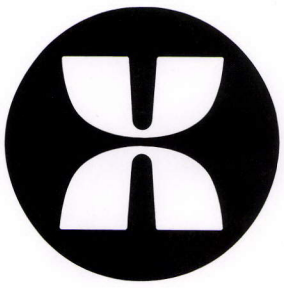
**Nichimo Prefabrication**
Construction company
1973 · Tetsuo Noda · JP



**Gremrath**
Office supplies
1960s · Wolfgang Schmittel · DE

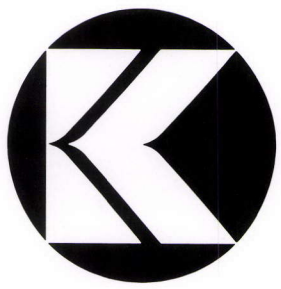


**Filotecnica Salmoiraghi**
Glass lenses
1957 · Studio Benca · IT



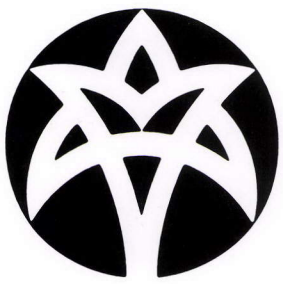
**Howard Miller Clock Company**
1950 · George Nelson, Irving Harper · US

**Kowa Art Printing**
1979 · Kimito Ohashira · JP



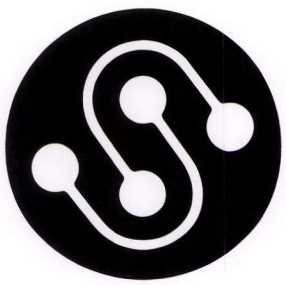
**Kitazawa Distribution Industry**
1983 · Tsutomu Shimoyama · JP

**Miyanami Engineering**
1980 · Shunji Ninomi · JP

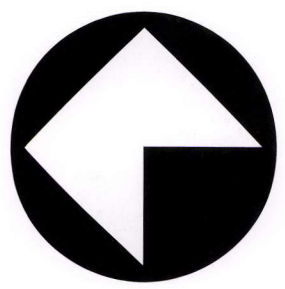


**Kyowa Bank**
1968 · Tadashi Ohashi · JP

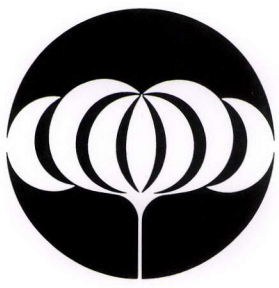
**Honmachi Print**
Printing
1976 · Michio Ogura · JP



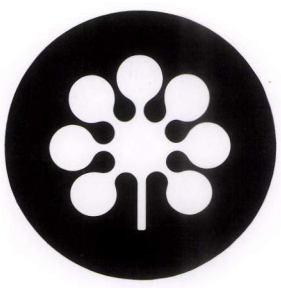
**United Semiconductor**
Electronics
1967 · Carl Seltzer · US



**Gomen**
Clothing
1971 · Takeshi Otaka · JP

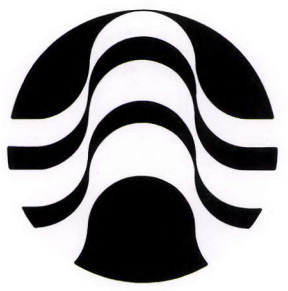


**Meiji**
Chocolate
1967 · Tadashi Ohashi · JP

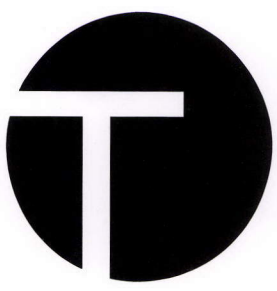


**Leiv Engelschiön**
Cosmetics
1969 · Bruno Oldani · NO

**Sanford Marine**
Marine services
1967 · Philip Seefeld · US

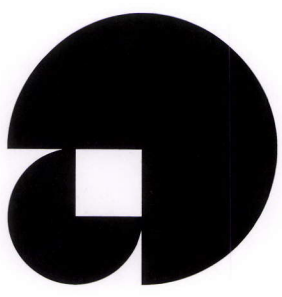


**Kyoho**
Textiles
1969 · Tomoichi Nishiwaki,
Akisato Ueda · JP

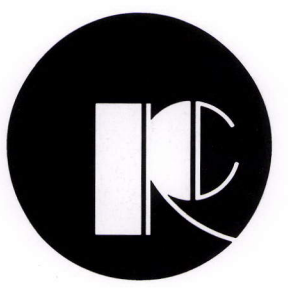


**Toilet Laundries**
Cleaners
1960s · Ernst Roch · CA

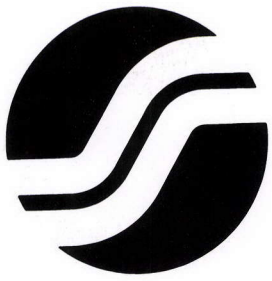
**AX**
1970s · Ekkehart Rustmeier · DE



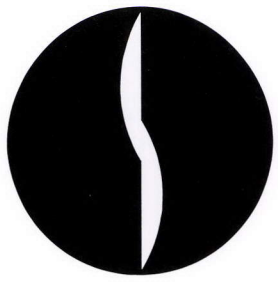
**Prestigio Linoleum**
Flooring
1958 · Roberto Sambonet · IT



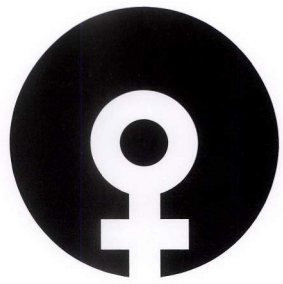
**Rosati Club**
1969 · Pino Tovaglia · IT



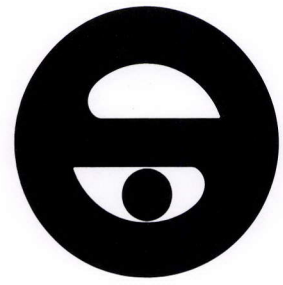
**Seiwa Electric**
Electronics
1982 · Akisato Ueda · JP



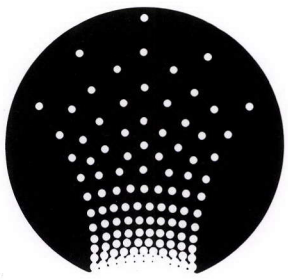
**Stilnovo**
Lamps
1969 · Giancarlo Iliprandi · IT



**Metal Association**
1965 · Paul Bühlmann · CH

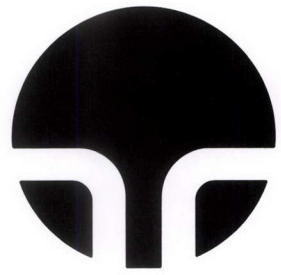


**Hansruedi Scheller**
Design
1966 · Hansruedi Scheller · CH

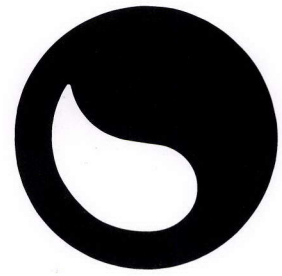


**Miss Universe Contest**
Beauty pageant
1978 · Joe Vera, Francisco Tellez · MX

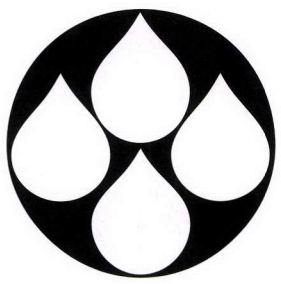
**Nakajima Hozando**
Household items
1980 · Tadashi Ishikawa,
Hideko Sakado · JP



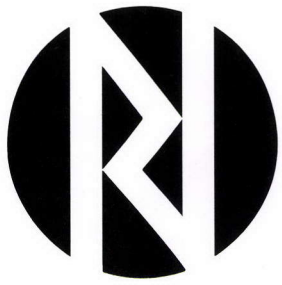
**Oakville Transit**
Public transport
1973 · Stuart Ash/
Gottschalk+Ash · CA



**Action for Right to Life**
Social campaign
1976 · Dieter Urban · DE

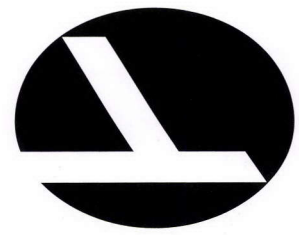


**Nuhold American Corporation**
Waterproofing
1970s · Franz Wagner · US

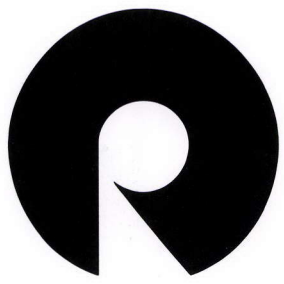


**Nihon Racquetball Renmei**
Sports association
1981 · Yukio Kanise · JP

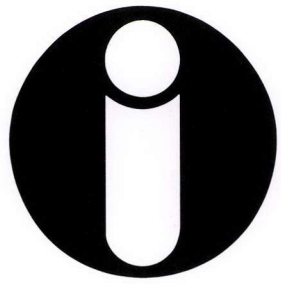
**Ernst Pollak Verlag**
Publishing
1926 · Anonymous · DE



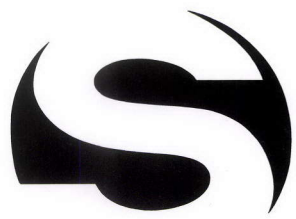
**Eastern Airlines**
1960s · Lippincott & Margulies · US



**Franco Ranchetti**
Photocopiers
1960 · Heinz Waibl · IT

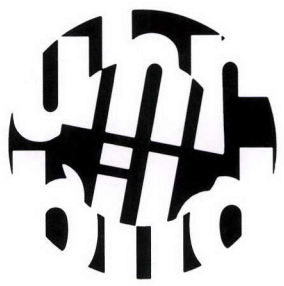


**Ichiko**
Advertising
1983 · Tadamasa Katsube · JP

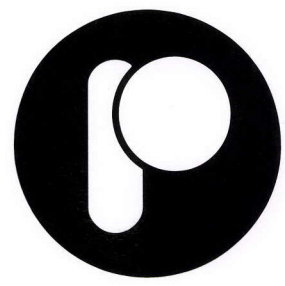


**Silkrom**
Pigments and dyes
1957 · Ilio Negri · IT

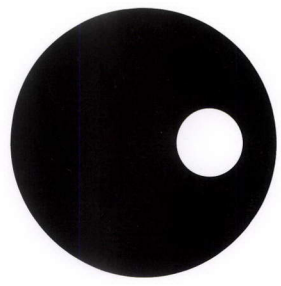
**Ishihara Studio**
Photography
1979 · Yoshihiro Kishimoto · JP



**H. Te Laake**
Watches
1967 · Bruno K. Wiese · DE

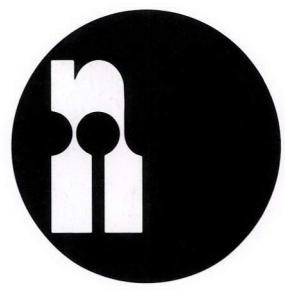


**Paracom**
Sporting goods
1977 · Mike Quon, Chris Zoulamis · US



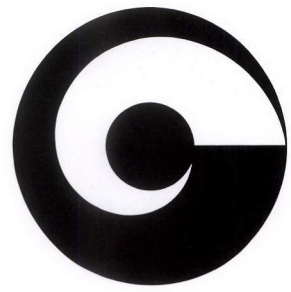
**Rees-Hough**
Tunnel construction
1968 · John Gibbs, Garth Bell/
Unit Five Design · UK

**Daiwa Manekin Company**
Window mannequins
1960s · Takashi Kono · JP

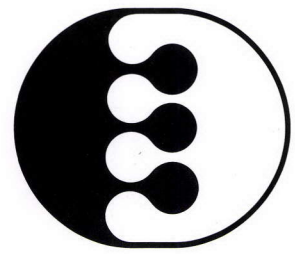


**Neukirchener Verlagsgesellschaft**
Publishing
1974 · Kurt Wolff · DE

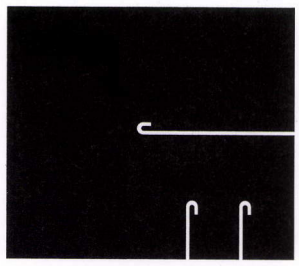
**Miyazaki Hoso**
Broadcasting
1975 · Eita Shinohara · JP



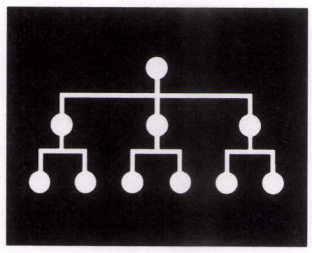
**Ram Ridge Corporate Park**
Industrial park
1975 · Robert A. Gale · US



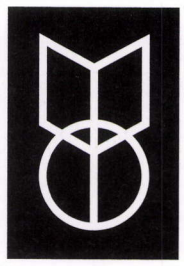
**Dr. Wander**
Pharmaceuticals
1967 · Peter Megert · CH



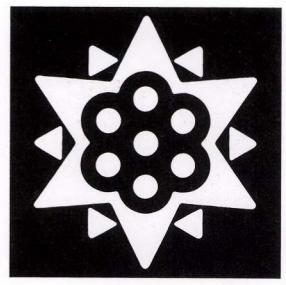
**MILA - Costruzioni Milano**
Construction company
1970 · Nino Capsoni · IT



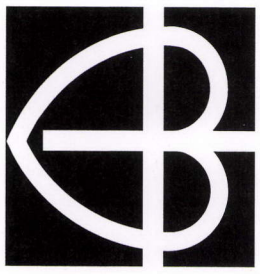
**Spencer Stuart & Associates**
Management consultancy
1960 · Morton Goldsholl · US



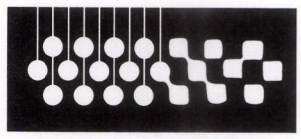
**Bertelsmann Buchclub**
Book club
1952 · Siegfried Kortemeier · DE



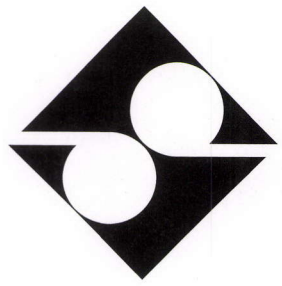
**Edelweiss**
Paper
1966 · Ribas & Creus · ES



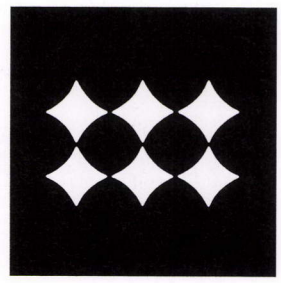
**Georg Boesch**
Horticulture
1950s · Franz Fässler · CH



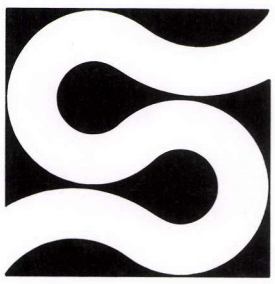
**Kimberly-Clark Corporation**
**Munising Paper Division**
1957 · Morton Goldsholl · US



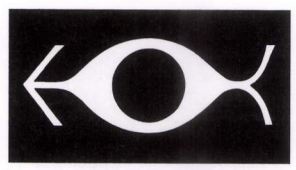
**Sacoim**
Construction company
1966 · Bob Noorda/
Unimark International · IT



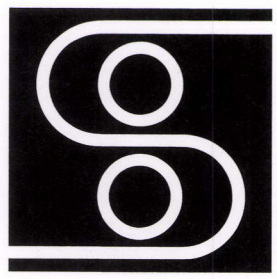
**Erzeugnisgruppe Beleuchtungsglas**
Lighting systems
1965 · Gretel Salomo · DE-GDR



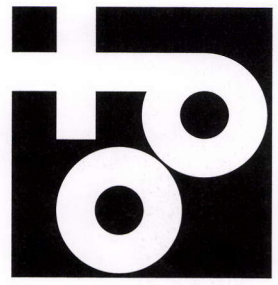
**Sakamoto Printing**
Printing
1977 · Kazuharu Fuji · JP



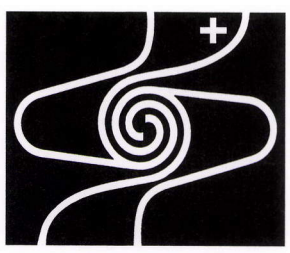
**Künstlergruppe Junger Westen**
Artists association
1950s · Jupp Ernst · DE



**Sonika**
Tape recorders
1960s · Bob Noorda · NL

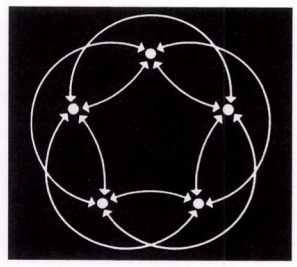


**Vereinigung zur Werbung**
**für Schweizer Papier**
Paper industry promotion
1960s · Anton Schutzbach · CH

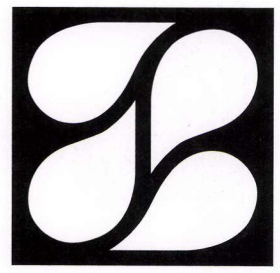


**Cinémathèque Suisse**
Cinema
1960s · Roger-Virgile Geiser · CH

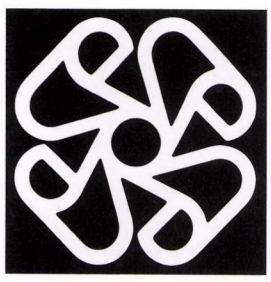
**Ramco**
1977 · Diana Graham · US



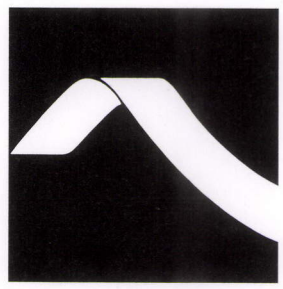
**Institut Pédagogique National**
Education
1969 · René Ponot · FR



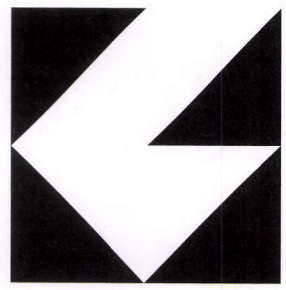
**Vitamine**
Gardening equipment
1970 · Velizar Petrov · BG



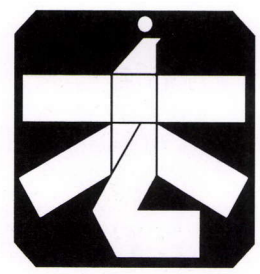
**Schweizer Druckerei**
Printing
1960s · Roger-Virgile Geiser · CH



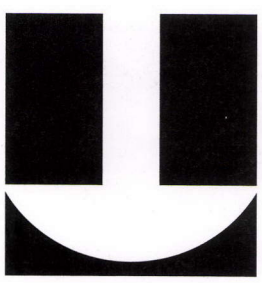
**Heiwa**
Paper
1970 · Hiroshi Ohchi · JP



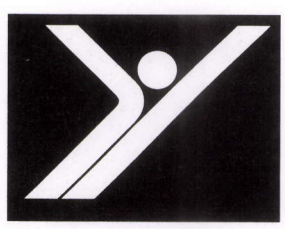
**Ledebur Fliesen**
Tiling
1970 · Oanh Pham Phu · DE



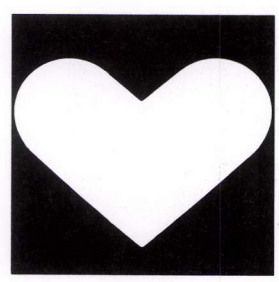
**Trade Fair for Silk Products**
1960s · Jun Tabohashi · JP



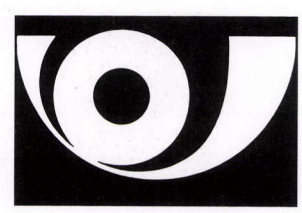
**Ankerfarm**
Pharmacy
1963 · Giancarlo Iliprandi · IT



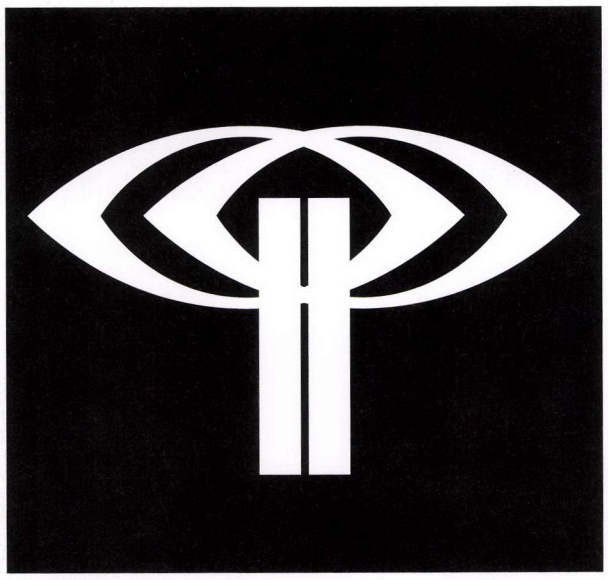
**York Gymnastic Club**
1970 · Richard Janis · CA



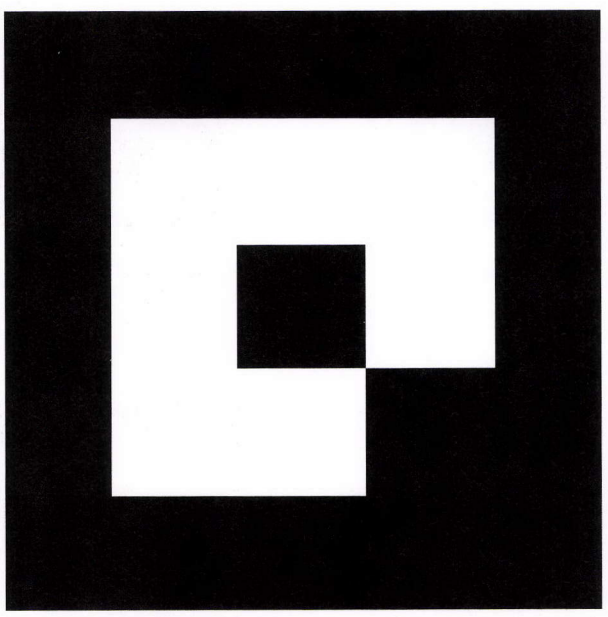
**Dai-ichi Kangyo**
Bank
1971 · Reman · JP



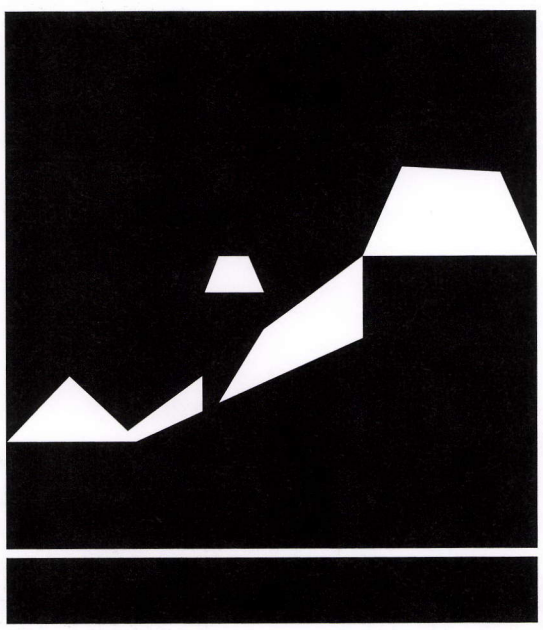
**Advertising Photographers Association**
1967 · Tadashi Masuda · JP



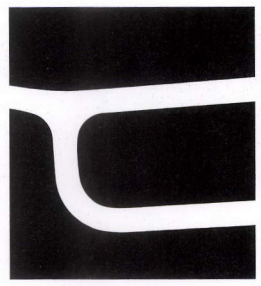
**ZDF/Zweites Deutsches Fernsehen**
Broadcasting
1961 · G. W. Hörnig · DE



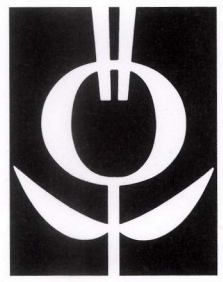
**Rochester Institute of Technology**
University
1966 · R. Roger Remington · US



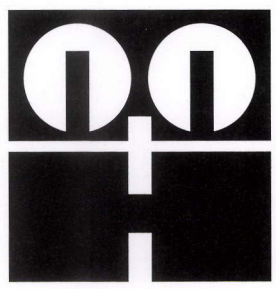
**Staatliche Galerie Moritzburg**
Art gallery
1965 · Gerhard Voigt · DE-GDR



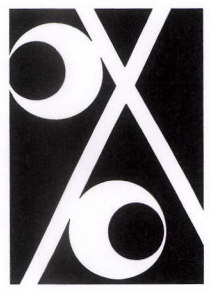
**J. Sephiha**
Optician
1966 · André van der Beken · BE



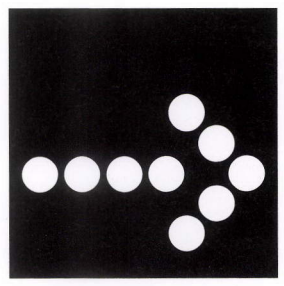
**Oelmühle Hamburg**
Oil mill
1974 · Studio Freudenthal · DE



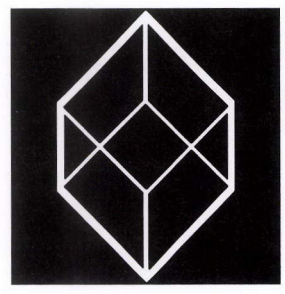
**Heberlein Holding**
Textiles
1960s · Hansruedi Widmer/
Devico AG · CH



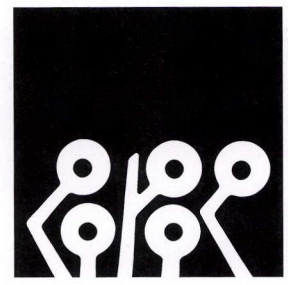
**Atelier Moderner Beleuchtungskörper**
Lighting
1940s · Karl J. Weiss · CH



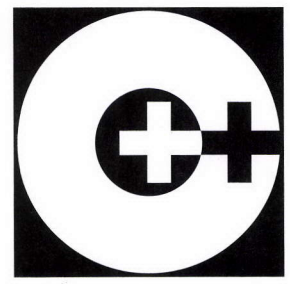
**Schweizer Reisekasse**
Travel agency
1954 · Kurt Wirth · CH



**Probjeto**
Furniture
1964 · Alexandre Wollner · BR



**Miloš Ćirić**
Design
1979 · Miloš Ćirić · YU



**Red Cross Blood Donation**
1960s · Hans Hartmann · CH

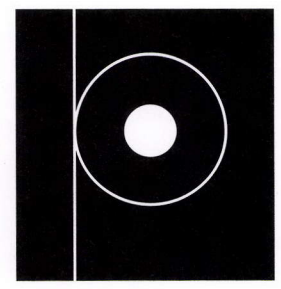
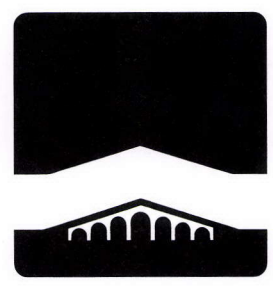
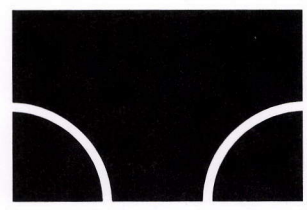


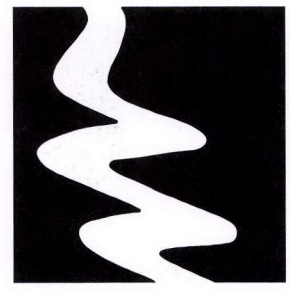
**Photo Set**
1971 · Hans Hurter · CH



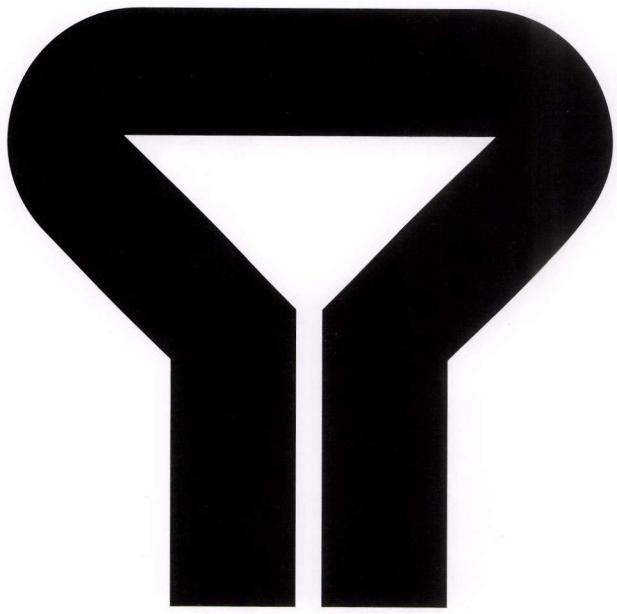
**GTBA Briard**
Construction company
1971 · Jean Delaunay/Look · FR



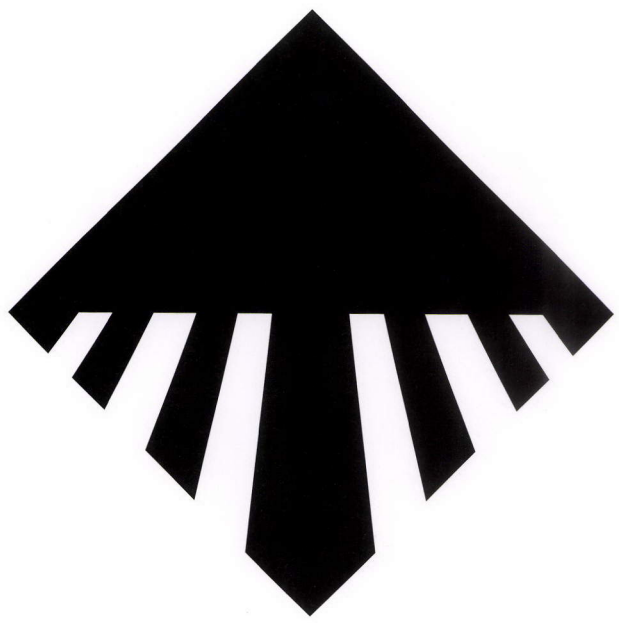
**Teatro la Tertulia**
Theater
1972 · Félix Beltrán · CU/MX



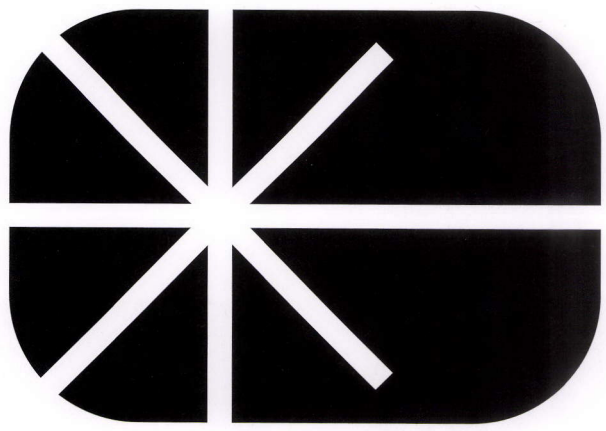
**De Wylderbeek**
Education
1964 · Marcel Pijpers · NL



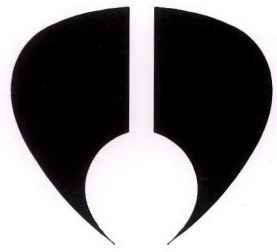
**Galleria Peccolo**
Art gallery
1971 · Franco Grignani · IT



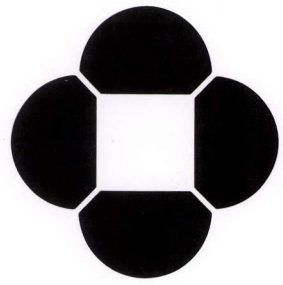
**International Airport Consultants of Montreal**
Airport management
1970 · Julien Hébert · CA



**La Comète**
Film advertising
1960s · Bob Noorda · IT

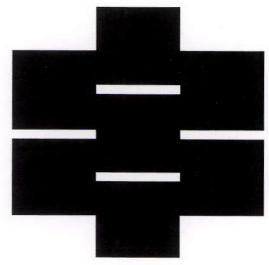


**Pharmaceuticals**
1950s · Just Reinhold · DE

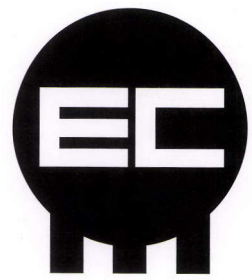


**Place Bonaventure**
Merchandising
1967 · Fritz Gottschalk/
Gottschalk+Ash · CA

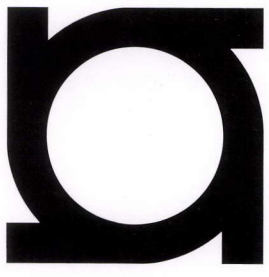
**Errebi**
Cosmetics
1967 · Franco M. Ricci · IT



**Building Materials**
1960s · Gregor Kintzel · DE

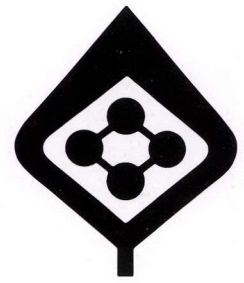


**Erdölchemie**
Chemicals
1968 · Graphicteam Köln · DE

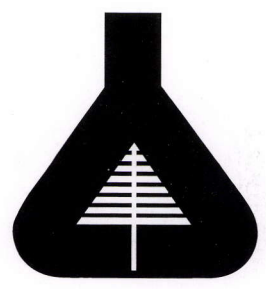


**Exposition Belge des Transports**
Exhibition committee
1964 · Julian Key · BE

**Tarchomin**
Pharmaceuticals
1957 · Jerzy Cherka · PL

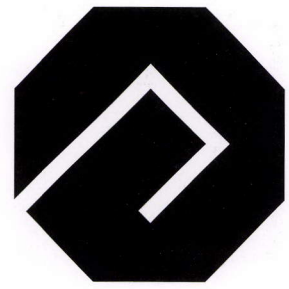


**Archer Daniels Midland**
Chemicals
1960s · Charles MacMurray, F. Gomez/
Latham Tyler Jensen · US

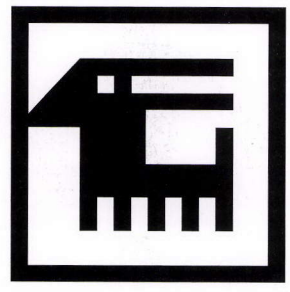


**Cellulose and Paper Factory**
1960s · Ernst Roch · CA

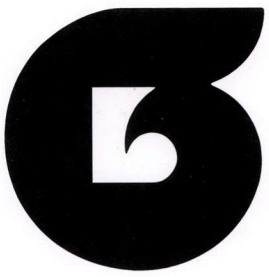
**Wako Shoken**
Security
1967 · Takeshi Otaka · JP



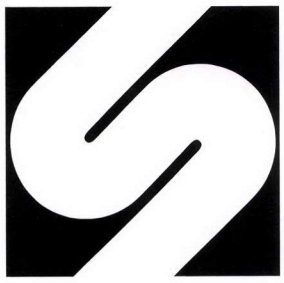
**Ottagono**
Publishing
1970 · Pino Tovaglia · IT



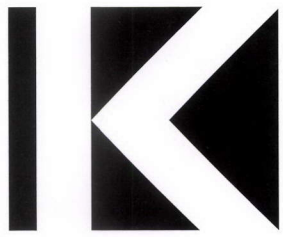
**Népművészeti és Háziipari V.**
Folk-art trading
1964 · István Szekeres · HU



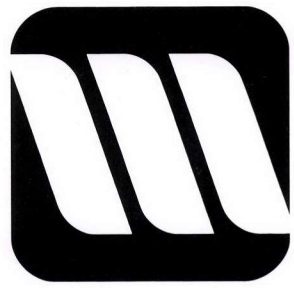
**Gulf Life Holding Company**
Insurance
1975 · Jack Evans · US



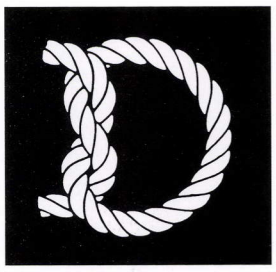
**Torii & Co.**
Pharmaceuticals
1983 · Kazuo Tanaka · JP



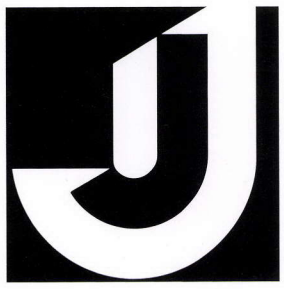
**Knechtel**
Grocery wholesaler
1969 · John S. Brown · CA



**Marumiya Loan Service**
Securities
1983 · Shizuo Yoneda,
Koichi Watanabe · JP

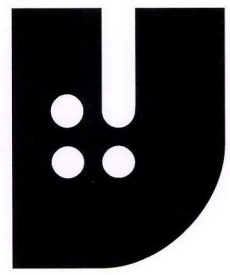


**Seilerei Denzler**
Ropes
1940s · Pierre Gauchat · CH

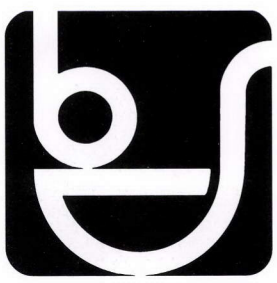


**Constructora Jamsa**
Engineering
1974 · Fernando Rión · MX

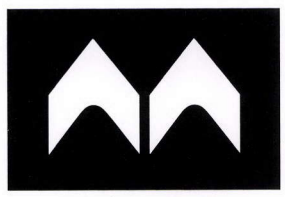
**Pila**
Tourism
1979 · Giovanni Brunazzi · IT



**Vega**
Clothing
1977 · Raúl Shakespear,
Ronald Shakespear · AR

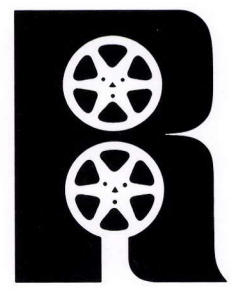


**Bunnosuke Syokuhin**
Foods
1978 · Hiroyuki Okuda · JP

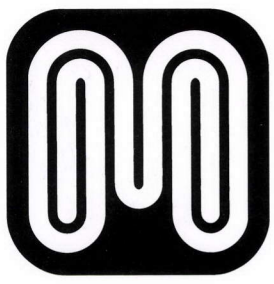


**Modine Manufacturing**
Heating equipment
1956 · Charles MacMurray/
Latham Tyler Jensen · US

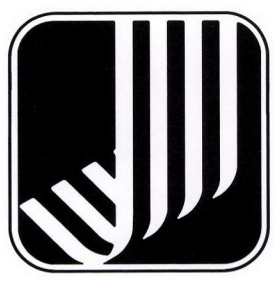
**Redaelli-Como**
1978 · Pietro Galli · IT



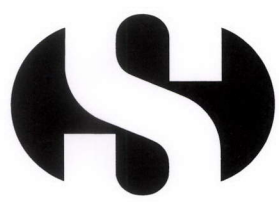
**Richmond Research Corporation**
Film projectors
1961 · Appelbaum & Curtis · US



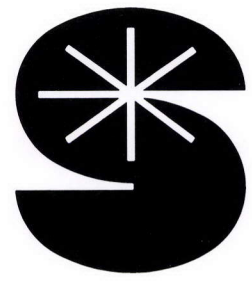
**Marukai Corporation**
1981 · Koichi Watanabe · JP



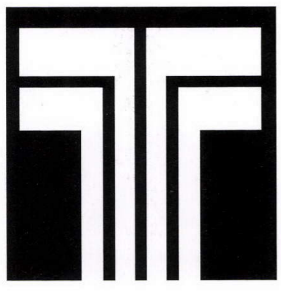
**Jinotron**
Electronics
1983 · Francesco Burcini · IT



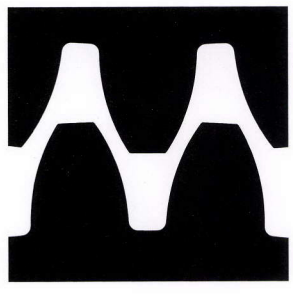
**Pirelli Superga**
Footwear
1961 · Aldo Calabresi/
Studio Boggeri · IT



**Sun Art Printing**
1983 · Hiroshi Manzen · JP

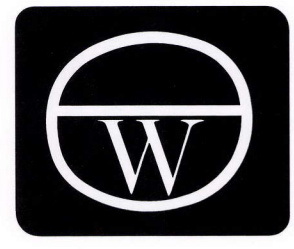


**Taiheiyo Marine**
Fishing accessories
1981 · Koichi Watanabe · JP

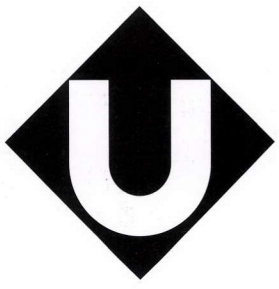


**Werkzeugmaschinenfabrik John Scheer**
Machine tools
1965 · Wolfgang Hoepfner · DE-GDR

**Sesam**
Bookstore
1974 · Jost Hochuli · CH

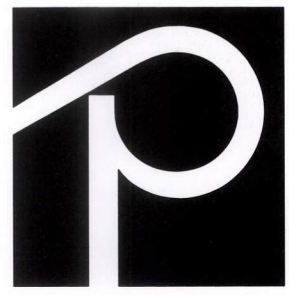


**The Whiskey House**
Import-export
1960s · Giulio Confalonieri · IT

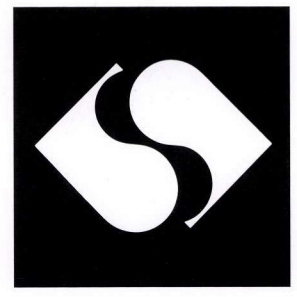


**Ulkomainos**
Advertising
1957 · Teuvo Tynkkynen/
Mainos Taucher Reklam · FI

**Petronic**
Electronics
1979 · Ove Engström,
Torgny Gustavsson · SE

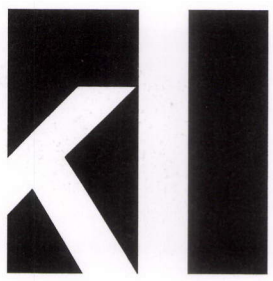


**Park Apotheke**
Pharmacy
1950s · Eugen & Max Lenz · CH

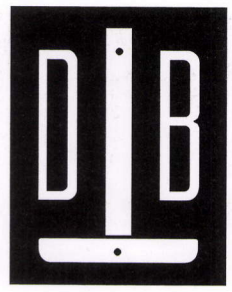


**Franklin Simon**
Grocery
1970s · Push Pin Studios · US

**Akademie Verlag**
Publishing
1947 · Anonymous · DE



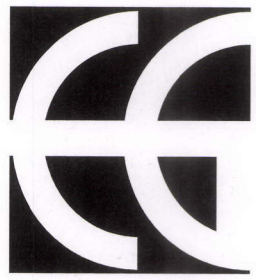
**Kirjaliike**
Bookstore
1961 · Alfons Eder · FI



**Dyrlund-Smith**
Furniture
1960s · Anonymous · DK

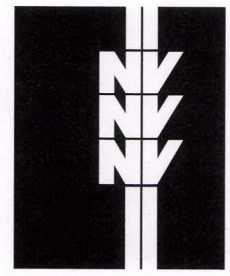
**Arndt-Verlag**
Publishing
1963 · Anonymous · DE

**Maschinenhandel Niederer-Künzle**
Machinery
1968 · Eugen & Max Lenz · CH

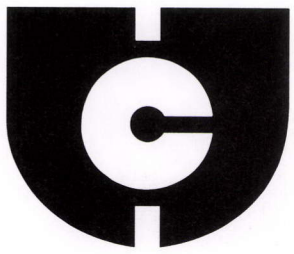


**Egon Guenther Gallery**
Art gallery
1958 · Peter B. Eliastam · SA

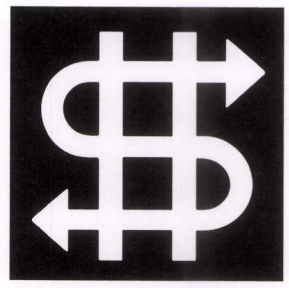
**FEZN**
Public relations
1967 · Crosby, Fletcher, Forbes · UK



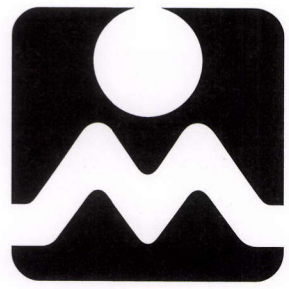
**Les Assurances Nationales**
Insurance
1968 · Pascal Besson · CH



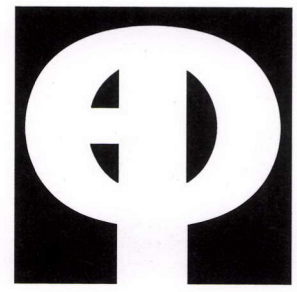
**VEB Hydrocarbon**
Fuel company
1965 · Horst Müller · DE-GDR



**Weaving**
1954 · Jupp Ernst · DE



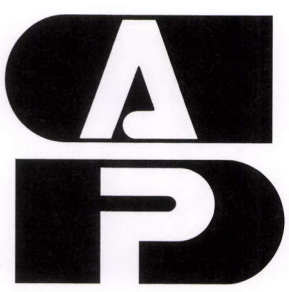
**Grupo Juridico OM**
Legal office
1977 · Reynaldo Da Costa · VE



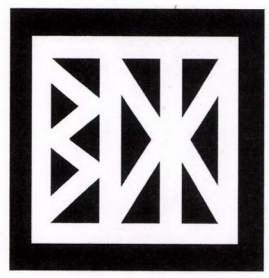
**Elektrochemie und Plaste Halle**
Chemicals and plastics
1965 · Gerhard Voigt · DE-GDR

**Robapharm Laboratorium**
Pharmaceuticals
1940 · Hermann Eidenbenz · CH

**MH Investments**
1970s · Robert Hagenhofer · US

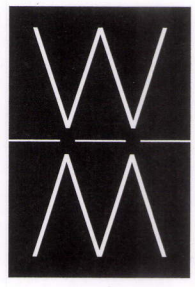


**Aspa-Plast-System**
Frames
1977 · Walter Hergenröther · IT

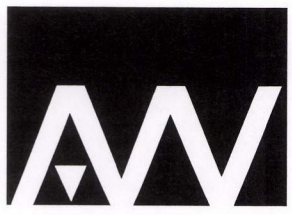


**BDK Kulturorganisation**
Cultural organization
1950s · Eugen Hotz · CH

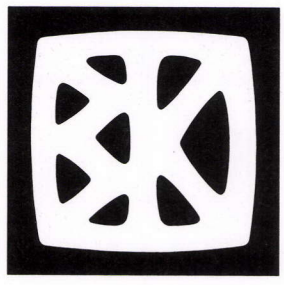
**Fromageries Bel**
Cheese
1968 · Lonsdale Design · FR



**Werner Müller**
Tailor
1955 · Rudolf Bircher · CH

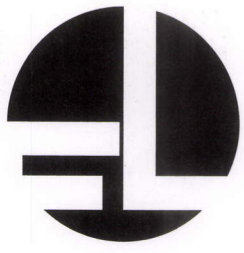


**Olympia Turm Verlag Alfred Wurm**
Publishing
1960 · Josef Blaumeiser · DE



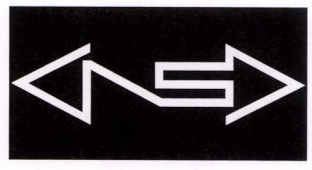
**Wolfgang Krüger**
1965 · Berthold Lindner · DE-GDR

**Hunt-Wesson Foods**
1967 · Saul Bass, Clarence Sato · US

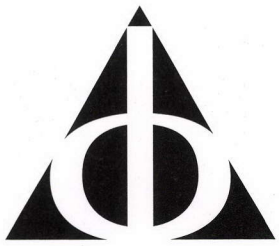


**Cliché Lang**
Printing engravers
1969 · Walter Bosshardt · CH

**Weather Routing**
Weather forecasting
1978 · Bill Bundzak · US

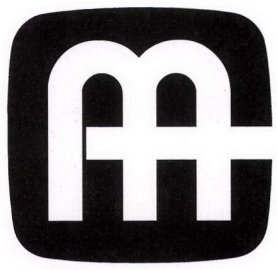


**Nederlandse Spoorwegen**
Dutch railways
1950s · Gerard Douwe · NL

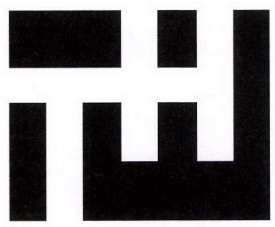


**Bertelsmann Buchclub**
Book club
1957 · Sepp Huber · DE

**British Petroleum**
Oil and gas
1961 · Raymond Loewy/CEI · UK



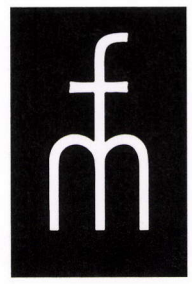
**Maritime Telegraph & Telephone**
1966 · Hans Kleefeld/
Stewart & Morrison · CA



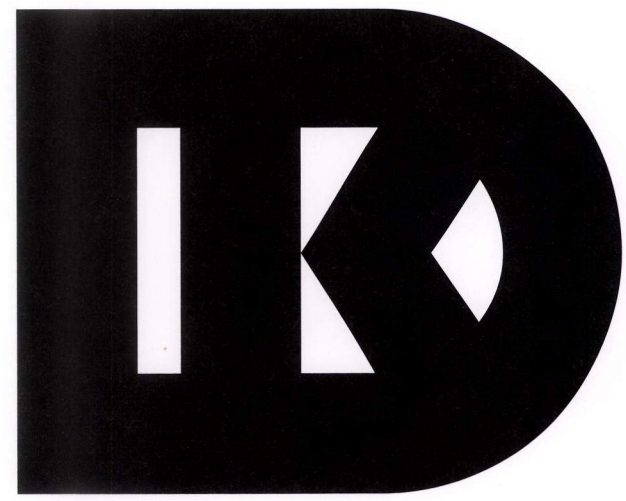
**Technische Hogeschool te Delft**
University
1957 · Otto Treumann · NL

**Capper-Neill**
Construction company
1967 · Rupert Armstrong, Milner Gray/Design Research Unit · UK

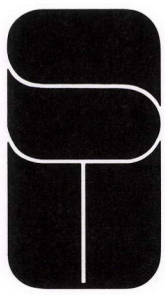
**Savings Institutions**
Magazine
1983 · James Lienhart · US



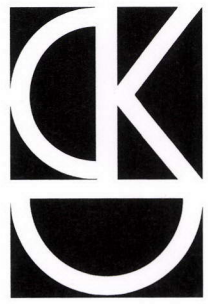
**Verlag Friedrich Middelhauve**
Publishing
1950 · Heinrich Wehmeyer · DE



**Kuachukov Závod**
Footwear
1964 · Sotir Sotirov · BG



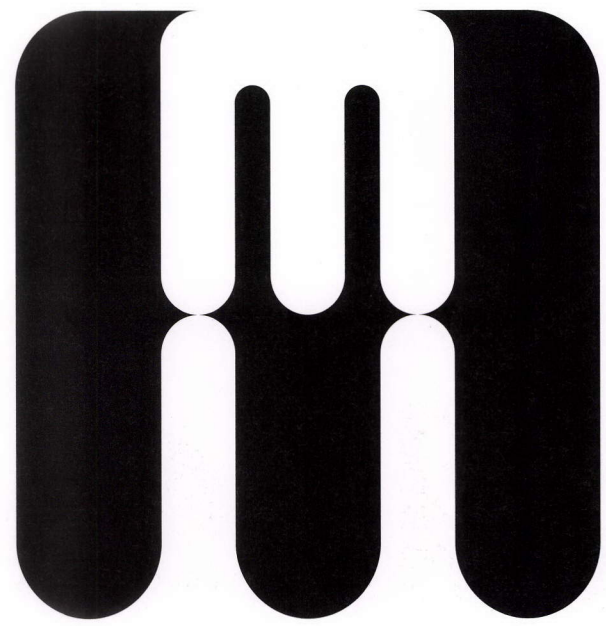
**Sartoria Terenghi**
Tailor
1967 · Armando Milani · IT



**Carl Koch & Co.**
Printing
1958 · Rudolf Bircher · CH

**State Bank of Slinger**
1970 · James Lienhart · US

**Chesta**
Beverage
1970 · Hiroshi Ohchi · JP



**Marcello Masi**
Office machines
1973 · Rinaldo Cutini · IT

**Doubinski Frères**
Furniture
1965 · Raymond Loewy/CEI · FR

**22 Dicembre**
Film production
1962 · Max Huber · IT

# Typographic

# Typografisch

# Typographique

Alongside abstract or semi-representational images, lettering and word-marks play a key role in modernist logos. While the meaning of a symbol-based logo can only be deciphered when words of explanation are added, typographic signs are instantly "legible". In addition to popular word-marks, usually showing the full name of the company, single letters or combinations of letters represent a special kind of typographic logo. Following in the age-old tradition of the monogram, one or more single letters stand for a company's complete graphic identity.

Neben den abstrakten oder teilgegenständlichen Zeichen gehört auch die Kategorie der Buchstaben- oder Wortmarke zu den modernistischen Logos. Während symbolbasierte Zeichen oft nur im Zusammenspiel mit erklärender Schrift ihre Bedeutung erhalten, sind typografische Zeichen direkt „lesbar". Ergänzend zur weitverbreiteten Wortmarke, die meist den vollständigen Unternehmensnamen abbildet, stellen Einzelbuchstaben bzw. Buchstabenkombinationen eine besondere Gruppe im Bereich der typografischen Logos dar. Nach der Tradition historischer Monogramme verweisen hier nur einzelne Buchstaben auf den kompletten Wortlaut eines Unternehmens.

À côté des signes abstraits ou partiellement figuratifs, certains logos modernes relèvent encore d'une autre catégorie, celle des sigles et des logotypes. Alors que les signes symboliques prennent tout leur sens dans l'interaction avec l'écrit qui les éclaire, le signe typographique est directement «lisible». Complétant le logotype largement répandu, qui reproduit généralement le nom complet de l'entreprise, les lettres isolées ou les combinaisons de lettres constituent un groupe particulier dans le domaine du logo typographique. Dans le sillage du monogramme traditionnel, seules des lettres isolées renvoient ici au nom complet de l'entreprise.

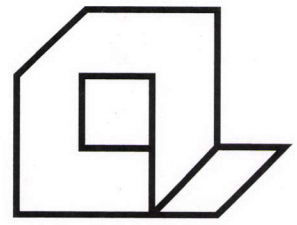
# A à Z

# A bis Z

# A to Z

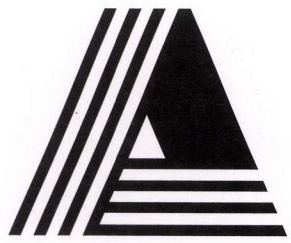
**Celfa**
Metalworks
1961 · Mimmo Castellano · IT

**Ace**
Metal fences
1978 · Joseph M. Essex/
Burson-Marsteller · US

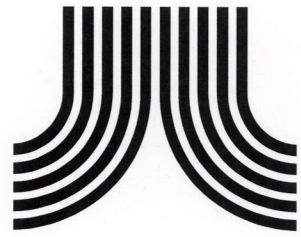


**Aval Publicistas**
Advertising
1969 · Nedo Mion Ferrario · VE

**Abrate Ferruccio**
Antiques
1978 · Carlo Malerba · IT

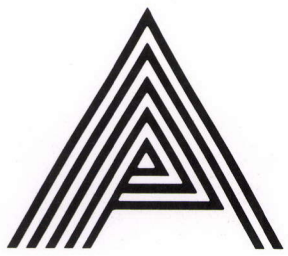


**Amerika Haus Berlin**
Cultural association
1972 · Norbert & Monika Baum · DE

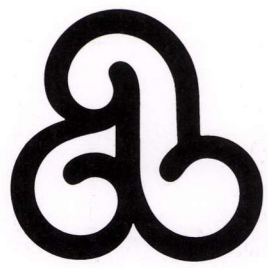


**Ameriways**
Airline
1980 · Félix Beltrán · CU/MX

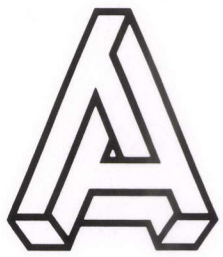
**Azuma Drive-In**
1975 · Akisato Ueda · JP



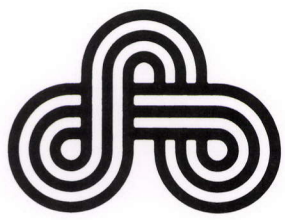
**RAI Radiotelevisione Italiana**
Broadcasting
1969 · Giancarlo Iliprandi · IT



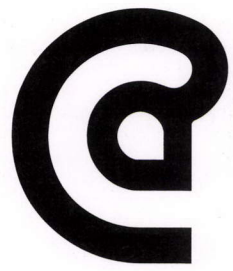
**Ajinomoto**
Foods
1973 · Saul Bass · US



**Fundación José María Aragón**
Research institute
1973 · Norberto H. Coppola · AR

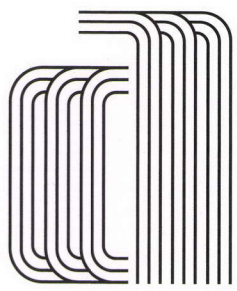


**Sendan**
Textiles
1974 · Yukio Inamoto, Akisato Ueda · JP

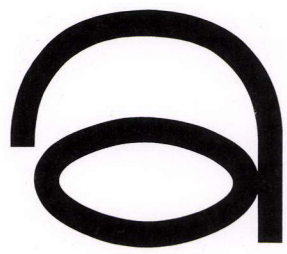


**Centro Cine Ateneo**
Cultural association
1969 · Manuel Espinoza · VE

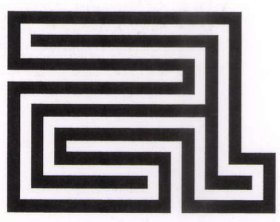
**Associated Rubber**
Rubber linings
1981 · Don Connelly · US



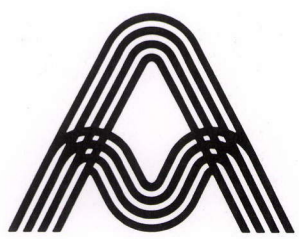
**Museo de Arte**
**Contemporáneo de Caracas**
Art museum
1974 · Nedo Mion Ferrario · VE



**Anivdes**
Trade association of painters
1968 · Carlo Bruni · IT

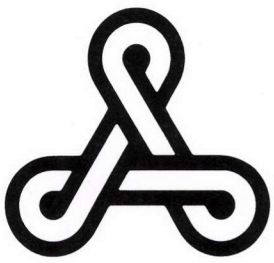


**Armbruster Manufacturing**
Tents
1975 · Don Davis · US



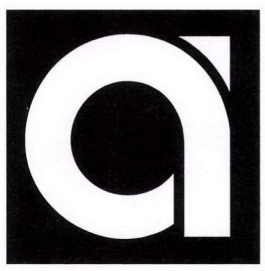
**Farmaceutici Midy**
Pharmacy
1969 · Armando Milani · IT

**Japan Travel Bureau**
Travel agency
1970 · Gan Hosoya · JP

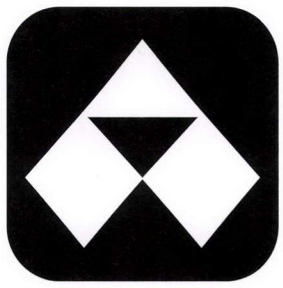


**The Certified General Accountants Association of Canada**
1971 · Manfred Gotthans, Chris Yaneff · CA

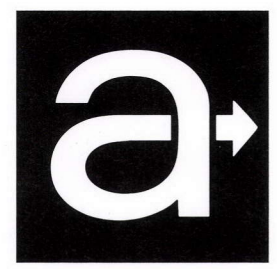
**Autophon**
Telecommunications
1969 · Paul Bühlmann · CH



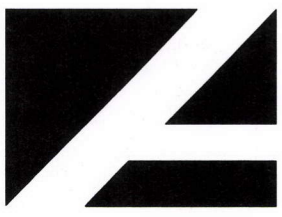
**Angli AS**
Textiles
1964 · Adam Moltke · DK



**Aluminum Company of America**
1970s · Saul Bass & Associates · US

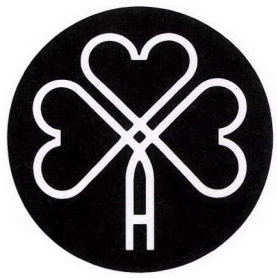


**Amasco**
Road construction
1960s · Kenneth Hollick · UK

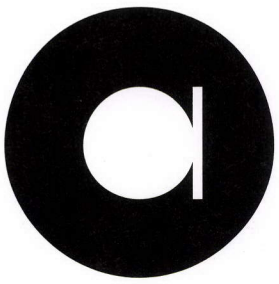


**Architetto Edo Zanaboni**
Architecture
1978 · Guido Redaelli · IT

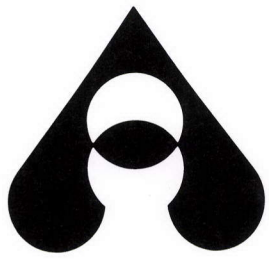
**Centro de Arte Actual**
Art association
1974 · Dicken Castro · CO



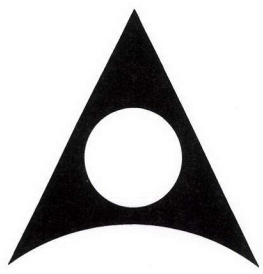
**Japan Agricultural Co-op Association**
Federation of agricultural cooperatives
1964 · Yoshio Hayashi · JP



**Laboratoires Anphar**
Pharmaceuticals
1962 · Etienne Bucher · FR



**Sundelta**
1981 · Ken'ichi Hirose · JP

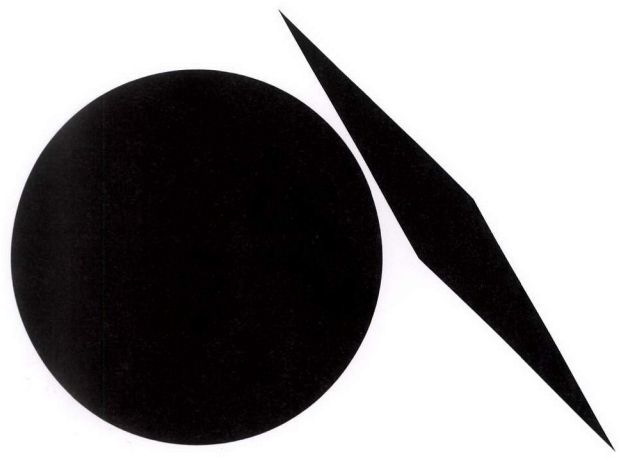


**San Francisco International Airport**
1969 · Thomas Laufer & Associates · US

**Anniversario Argentina**
Commemorative event
1960s · Rómulo Macció · AR

**Avery**
Label maker
1970s · Saul Bass & Associates · US

**Mechanikai Művek**
Heating technology
1970 · István Szekeres · HU



**Studio di Architettura**
Design and architectural school
1981 · A. G. Fronzoni · IT

# Atlas Film

1962 · Fritz Fischer, Klaus Küchler · DE

**Fischer-Nosbisch** was the name of the studio operated jointly by Fritz Fischer (1919–97) and his wife Dorothea Fischer-Nosbisch (1921–2009) in Frankfurt am Main from 1946 until 1967. Together they worked on designs commissioned by clients in the pharmaceutical and industrial industries and in the cultural sector. Their outstanding work for Atlas Film in the 1960s made the partnership famous throughout Germany. After the couple split up, each continued to work separately on assignments, including several special issue stamps for Deutsche Post.

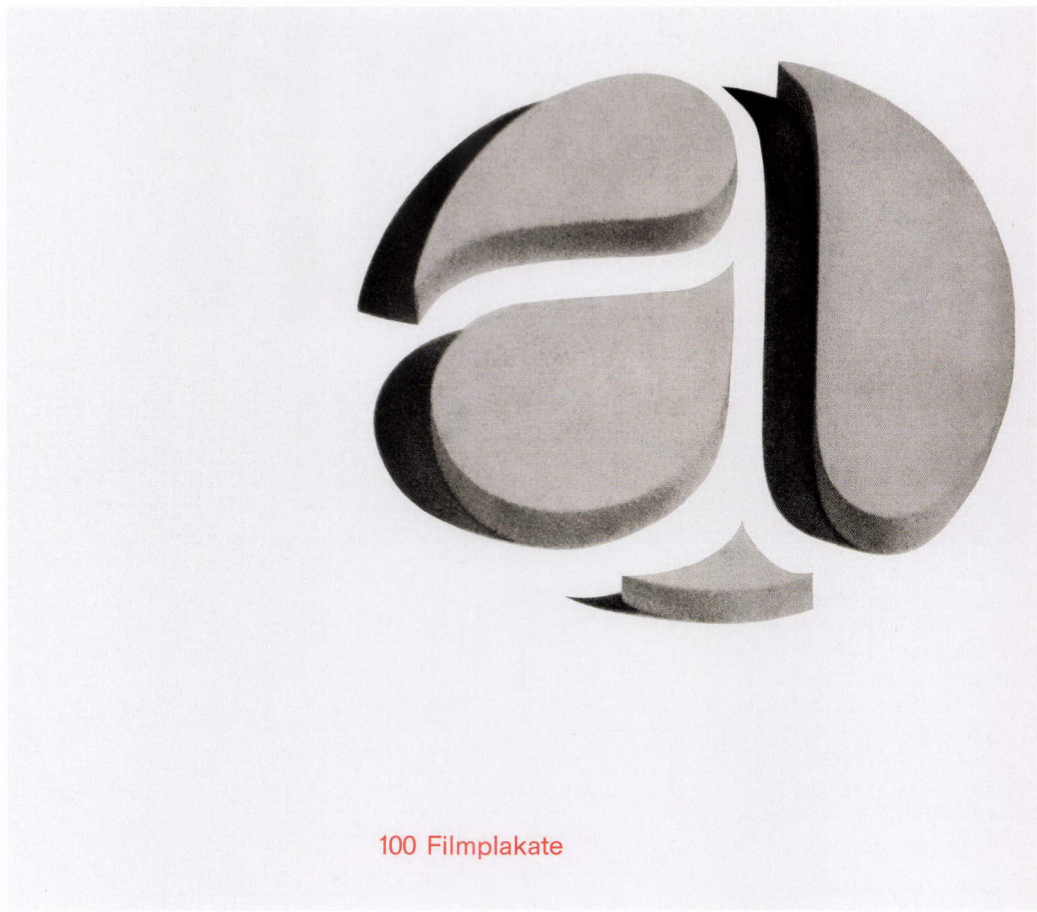
**Fischer-Nosbisch** hieß in den Jahren 1946 bis 1967 die Ateliergemeinschaft des Gestaltereehepaars Fritz Fischer (1919–97) und Dorothea Fischer-Nosbisch (1921–2009) in Frankfurt am Main. Gemeinsam realisierten sie Gestaltungsaufträge für Unternehmen aus der Pharmabranche sowie aus Industrie und Kultur. Die herausragenden Arbeiten für Atlas Film machte die Arbeitsgemeinschaft in den 1960er-Jahren deutschlandweit bekannt. Nach der Trennung arbeitete man separat an Aufträgen, u. a. wurden mehrere Sonderbriefmarken für die Deutsche Post realisiert.

**Fischer-Nosbisch**, tel est le nom de la communauté d'atelier formée de 1946 à 1967 par le couple Fritz Fischer (1919–97) et Dorothea Fischer-Nosbisch (1921–2009) à Francfort-sur-le-Main. Les deux graphistes réalisent alors des designs pour des laboratoires pharmaceutiques, des entreprises industrielles ou des institutions culturelles. Dans les années 1960, les excellentes créations pour Atlas Film font connaître Fischer-Nosbisch dans toute l'Allemagne. Après leur séparation, les deux graphistes ont travaillé séparément à des commandes, réalisant notamment plusieurs timbres spéciaux pour la Poste allemande.

In 1960 Hanns Eckelkamp founded Atlas Film, a movie distribution company offering new international releases and revivals of screen classics to German cinemas. High-class films needed equally high-class advertising, so the company hired the graphic artist Fritz Fischer as its art director. In collaboration with his colleague Klaus Küchler, Fischer developed the company's memorable logo and for many years was responsible for all the visual materials required to promote the Atlas Film identity. This included creating a unique and carefully considered poster design for each film that the distributors brought to the screen—something almost unheard of in the 1960s. Fischer and his wife Dorothea either designed these themselves or commissioned graphic artist friends to do the job. At the end of the 1960s the distribution company was declared bankrupt. Nevertheless, the name and logo of Atlas Film survives to this day and continues to be used unchanged in the entertainment sector.

Hanns Eckelkamp gründete 1960 den Filmverleih Atlas Film, der aktuelle Werke der internationalen Filmkunst erstmalig sowie hochwertige Klassiker erneut in die deutschen Kinos brachte. Die anspruchsvollen Filme sollten adäquat beworben werden, und so engagierte man den Grafiker Fritz Fischer als Art Director für das Unternehmen. Gemeinsam mit seinem Mitarbeiter Klaus Küchler entwickelte Fischer das einprägsame Markenzeichen des Verleihs und war über Jahre für den gesamten visuellen Auftritt von Atlas Film verantwortlich. Dazu gehörte, dass jeder der ins Kino gebrachten Filme ein individuelles und durchdachtes Erscheinungsbild erhielt – eine Novität in der damaligen Filmlandschaft. Fischer und seine Frau Dorothea setzten die Designs selber um oder beauftragten befreundete Grafiker. Ende der 1960er-Jahre musste der Verleih Insolvenz anmelden. Name und Logo von Atlas Film überlebten jedoch und werden bis heute in nachfolgenden Unternehmenssegmenten in unveränderter Form eingesetzt.

En 1960, Hanns Eckelkamp fondait le distributeur de films Atlas Film, qui fournissait aux salles de cinéma allemandes des œuvres actuelles en exclusivité, mais aussi, à nouveau, les grands classiques du septième art. Les films de qualité devaient bénéficier d'une promotion appropriée, et l'on nomma donc Fritz Fischer directeur artistique de l'entreprise. Avec son collaborateur Klaus Küchler, Fischer développa le logo mémorable du distributeur et assura pendant des années toute la communication visuelle d'Atlas Film. Concrètement, chaque film distribué en salle se voyait doté d'une identité visuelle particulière soigneusement peaufinée, une démarche inédite dans le paysage cinématographique de l'époque. Fischer et sa femme Dorothea créaient eux-mêmes les graphismes ou en confiaient la réalisation à des collègues amis. À la fin des années 1960, le distributeur dut mettre la clef sous la porte, mais le nom et le logo d'Atlas Film survécurent et sont encore utilisés aujourd'hui inchangés par les repreneurs du secteur.

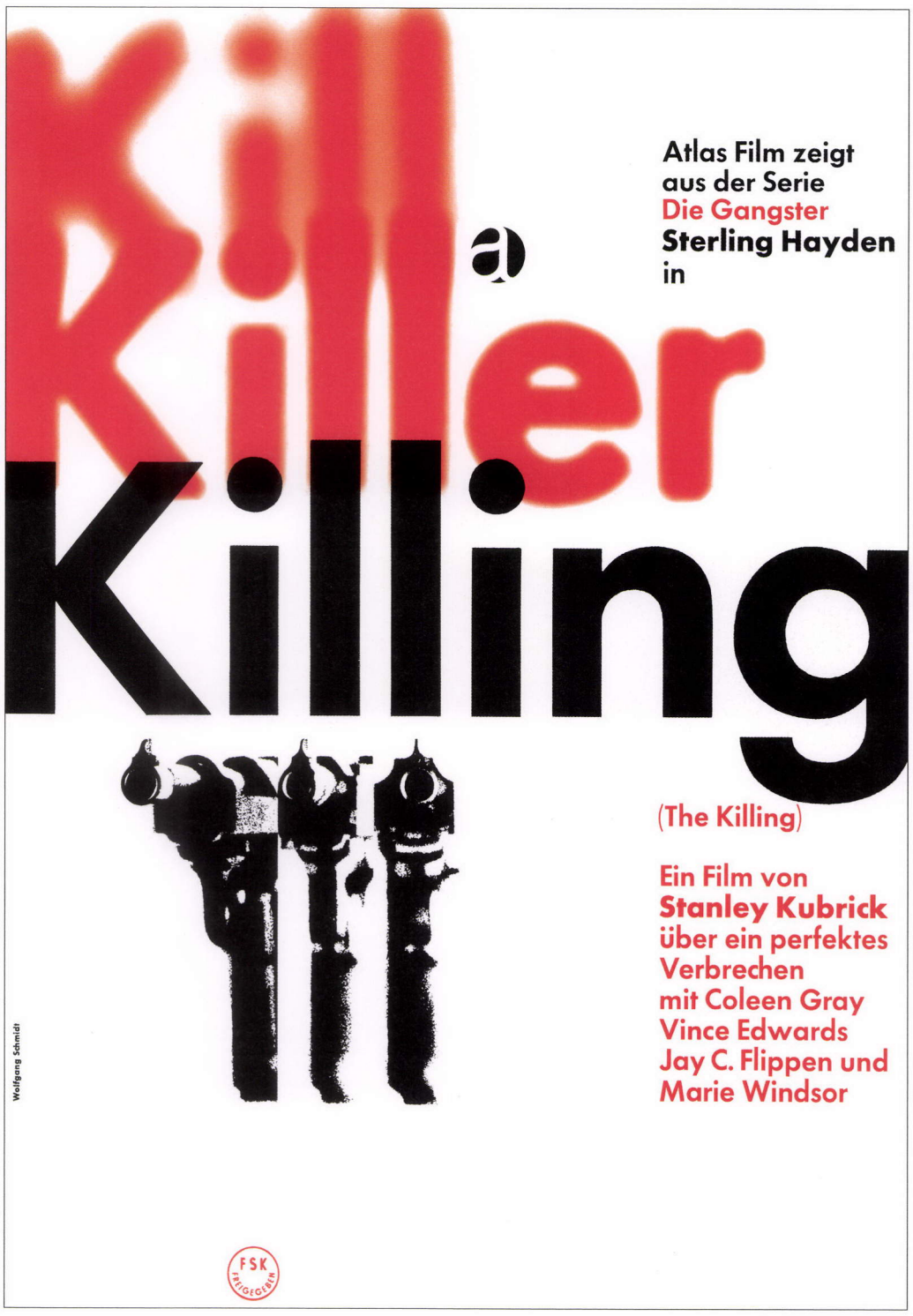


100 Filmplakate

Only the logo remained a constant feature of Atlas Film's corporate image, a common practice for many organizations of the period. By always working with the same design team the company's brand remained consistent, and therefore, from the public's point of view, reliable.

Das Logo war die einzige echte Konstante im Erscheinungsbild von Atlas Film – so wie es zu dieser Zeit noch bei vielen Unternehmen üblich war. Da man mit nur einem Grafikerteam zusammenarbeitete, gelang es dennoch einen einheitlichen Auftritt durchzuhalten.

Le logo d'Atlas Film a été la seule véritable constante de l'identité visuelle du distributeur – ce qui était alors le cas pour beaucoup d'entreprises. Comme on ne travaillait qu'avec une seule équipe de graphistes, une identité visuelle cohérente pouvait malgré tout être assurée.




Atlas Film was famous for its unusual posters created either by the Fischer-Nosbisch team or by a series of great German graphic designers like Hans Hillmann, Karl-Oskar Blase and Wolfgang Schmidt. Every film had its own visual identity, which was also used in all other visual media.

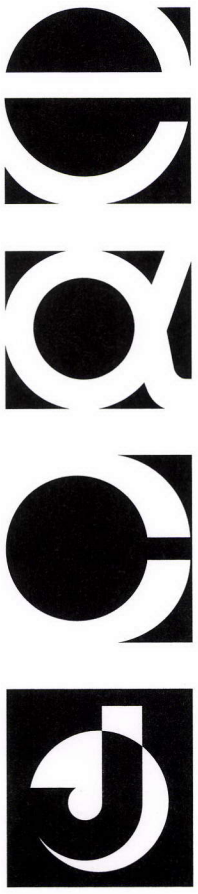
Aushängeschilder des Unternehmens waren die ungewöhnlichen Filmplakate, die vom Team Fischer-Nosbisch sowie einer Reihe der besten deutschen Grafikdesigner wie Hans Hillmann, Karl-Oskar Blase oder Wolfgang Schmidt entworfen wurden. Jeder Film erhielt eine eigene visuelle Identität, die auch in sämtlichen weiteren Medien beibehalten wurde.

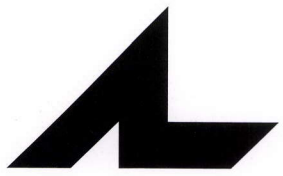
Les vitrines publicitaires de l'entreprise étaient les affiches de cinéma inhabituelles conçues par l'équipe Fischer-Nosbisch et par toute une série des meilleurs graphistes allemands comme Hans Hillmann, Karl-Oskar Blase ou Wolfgang Schmidt. Chaque film recevait sa propre identité visuelle, que l'on retrouvait aussi dans tous les autres médias.

According to market research at the time, within only a few years the Atlas Film logo became one of Germany's best-known trademarks. After the company went into administration, rival distributors reworked its logo in an attempt to cash in on its remarkable image.

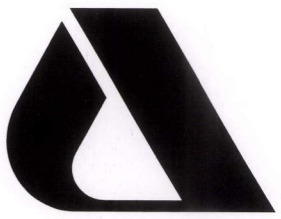
Nach nur wenigen Jahren war das Logo von Atlas Film, damaliger Marktforschung zufolge, eines der bekanntesten Markenzeichen Deutschlands. Nach der Insolvenz ließen konkurrierende Filmverleiher ihre Logos überarbeiten, um vom herausragenden Image des Unternehmens zu profitieren.

Selon les études de marché de l'époque, après seulement quelques années, le logo d'Atlas Film était un des sigles les plus connus en Allemagne. Après la faillite de l'entreprise, les distributeurs concurrents firent remanier leurs logos pour profiter de l'excellente image de l'entreprise.

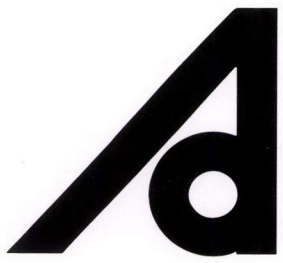




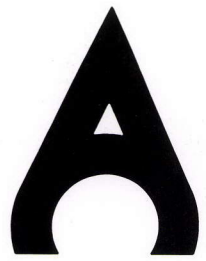
**Maribor Airport**
1976 · Ivan Dvoršak · YU



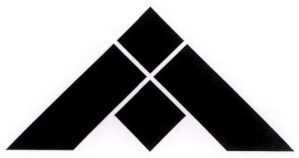
**Lüttgen Versicherungen**
Insurance
1981 · Manfred Korten · DE



**Adapta Translations**
1967 · Fritz Gottschalk/
Gottschalk+Ash · CA

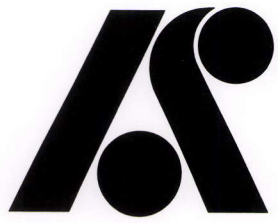


**Alain Carrier**
Design
1968 · Alain Carrier · FR



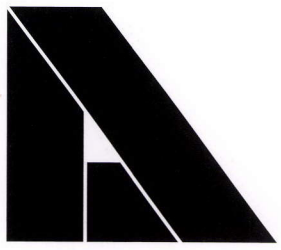
**Alfa Jewelry**
1965 · Félix Beltrán · CU/MX

**Ai Planning**
Advertising
1983 · Tadamasa Katsube · JP



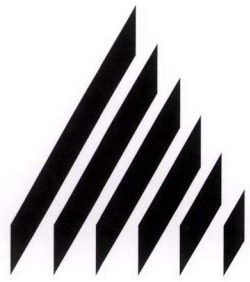
**Annonsbyråernas Förening**
Advertising
1967 · Peter G. Ulmer · SE

**Region of Aquitaine**
Tourism
1970 · Alain Carrier · FR

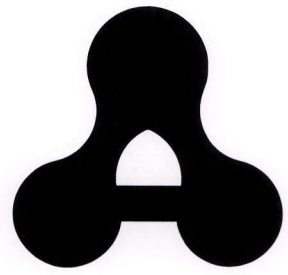


**Aurora**
Furniture
1972 · A. G. Fronzoni · IT

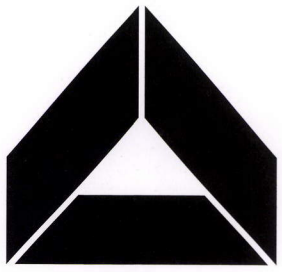
**Asakura**
Real estate
1981 · Shigeo Katsuoka · JP



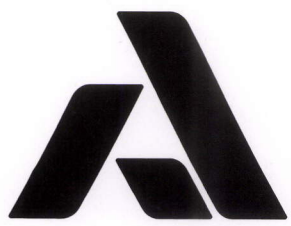
**Academic Aye Computer**
1980 · Minoru Takahashi · JP



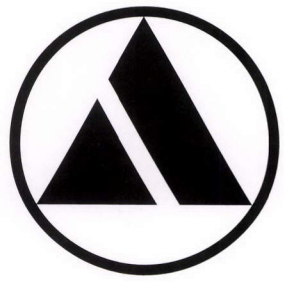
**Hiroshi Awatsuji Design Room**
Textiles
1970 · Ikko Tanaka · JP



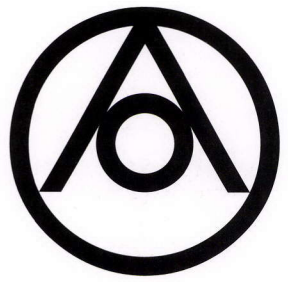
**Institut pour les Techniques de Construction**
Technical institute
1971 · Florent Garnier · FR



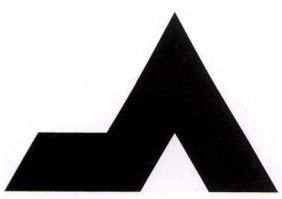
**Associação dos Usineiros do Estado de São Paulo**
Workers association
1960s · Rafael Rodrigues · BR



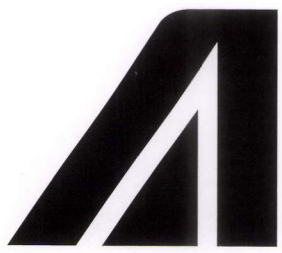
**Autobianchi**
Automobiles
1968 · Ilio Negri · IT



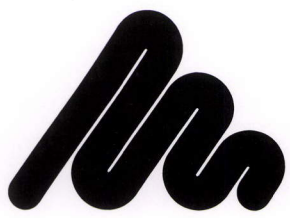
**Antigorio**
1962 · Bruno Monguzzi/
Studio Boggeri · IT



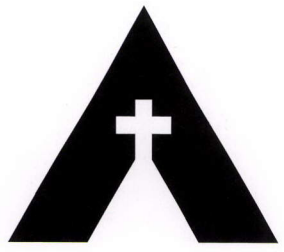
**Nichigo Times**
Publishing
1975 · Shin Matsunaga · JP



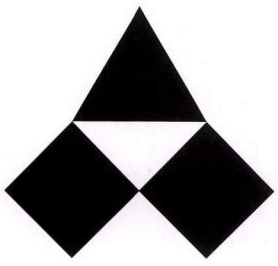
**Alitalia**
Airline
1969 · Landor Associates · US



**Ambra Domestic**
Electronics
1979 · Armando Milani,
Maurizio Milani · IT

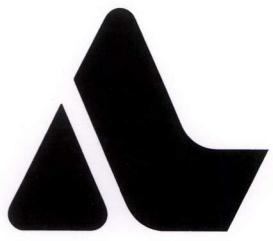


**Catholic Church**
1981 · Gustavo Gómez-Casallas,
Rodrigo Fernández · CO

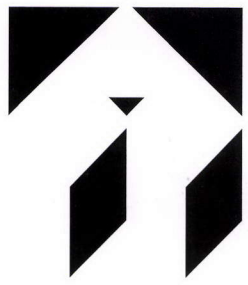


**Takaoka Royal**
Sports club
1980 · Kazuo Tajima · JP

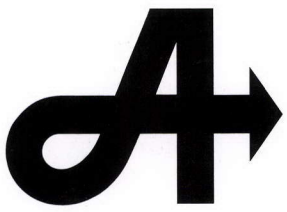
**Allegheny Power System**
Energy supplier
1960s · Ad Tolhuis · US



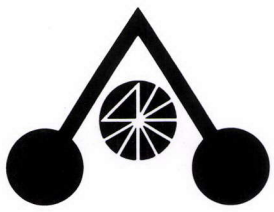
**Arclight Productions**
Film production
1989 · Edward Hughes · US



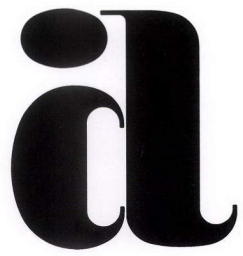
**The Douglas Allred Company**
Real estate
1982 · Don Young · US



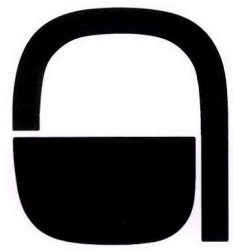
**Asfaltor Oy**
Road construction
1959 · Martti A. Mykkänen · FI



**Asahi Pentax**
Cameras
1968 · Shigeo Fukuda · JP



**Ajinomoto**
Spices
1960s · Takashi Kono · JP

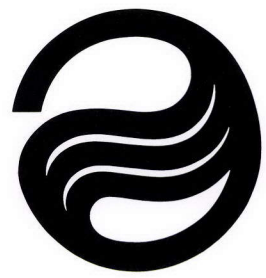


**Antich**
Alcoholic beverages
1966 · Tomás Vellvé · ES

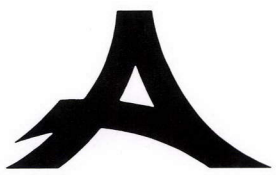
**Renault Alpine**
Automobiles
1971 · Anonymous · FR

**Joele Almagiá**
Cosmetics
1969 · Vittorio Antinori · IT

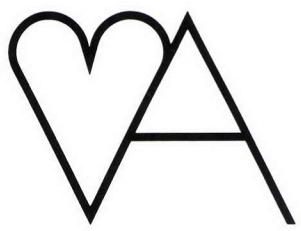
**Avida Dollars**
Art gallery
1984 · A.G. Fronzoni · IT



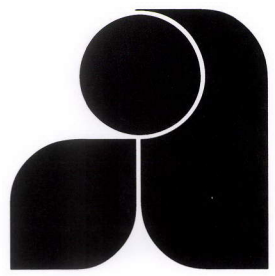
**Aquadrom**
Swimming pools
1978 · Werner Weissbrodt · DE



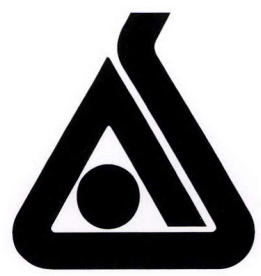
**Arval**
Cosmetics
1962 · Remo Muratore · IT



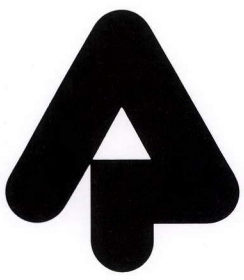
**Heart Art**
1973 · Ikko Tanaka · JP



**Arbeitsgemeinschaft kultureller Institutionen**
Cultural association
1960 · Walter Breker · DE

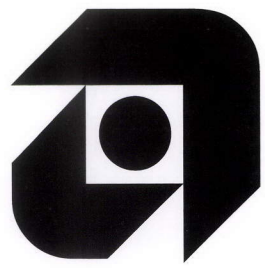


**Azote**
Chemicals
1973 · Selahattin Sönmez · TR

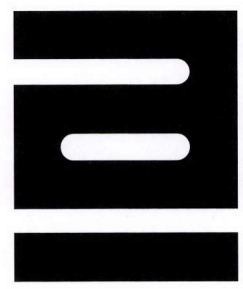


**Antonelli Vivai-Pavia**
Horticulture
1976 · Pietro Galli · IT

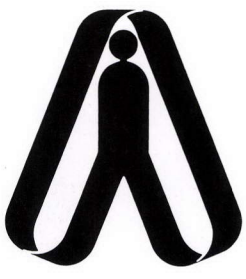
**Albitex**
Cotton
1960 · Max Huber · IT



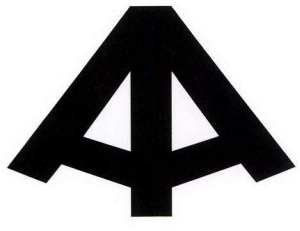
**Aephus Designs**
1986 · Fred E. Denzler · US



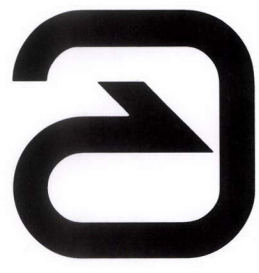
**Allied Casting**
Construction company
1960s · Kramer, Miller, Lomden, Glassman Inc. · US



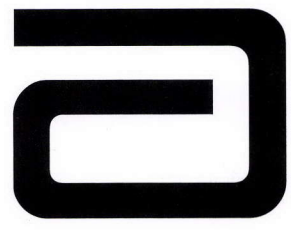
**Asahi Culture Center**
1974 · Shigeo Fukuda · JP



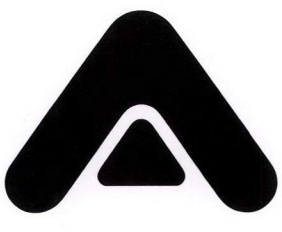
**Industrial Adhesives**
1960s · Peter Gauld/Lintas · UK



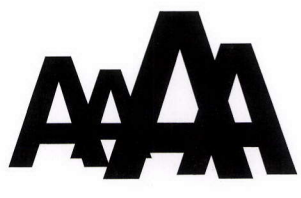
**Praga Kulturalna**
Cultural center
1965 · Zdeněk Ziegler · CZ



**Abbott**
Pharmaceuticals
1960s · Don Ervin/ George Nelson & Co. · US

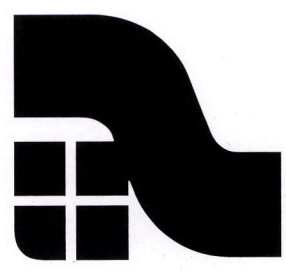


**American Savings Bank**
1969 · Tom Woodward · US



**Ali Reza Group**
Oil industry services
1970 · Tor A. Pettersen · UK

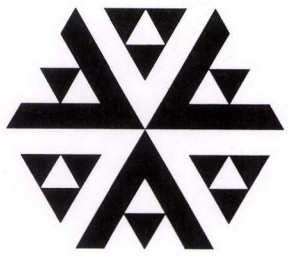
**Almer-Société Algérienne du Méthanol et des Résines**
1972 · Michel Waxman/ Waxman Design · BE



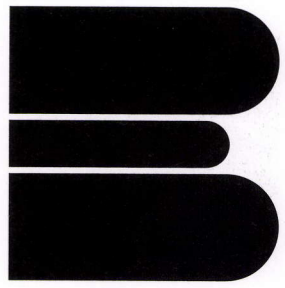
**Argus Press**
Printing
1976 · Fred E. Denzler · US

**Asama Motor Lodge**
Parking lot
1962 · Nakajo Masayoshi · JP

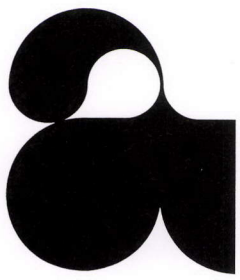
**Asko Möbel Helsinki**
Furniture
1966 · Michel Olyff · BE



**10th Internationaler Archiv-Konress**
Archiving congress (proposed design)
1984 · Erwin Poell · DE

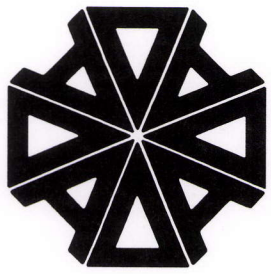


**Efibanca Bank**
1977 · Ettore Vitale · IT

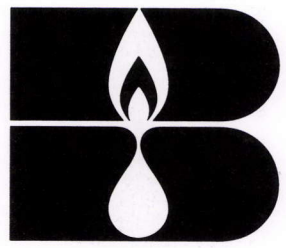


**Alvit**
1973 · Nicola Russo · IT

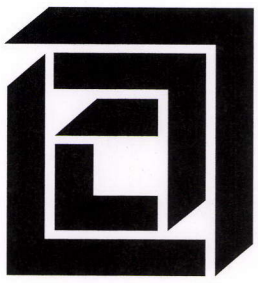
**Autopistas**
Road construction
1967 · Enric Huguet · ES



**Auleama International Group**
1970s · Robert Hagenhofer · US/UK

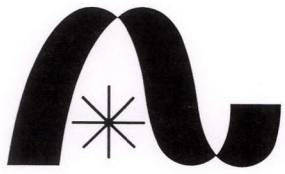


**Gas und Wasserwerke**
Energy technology
1980 · Othmar Motter · AT

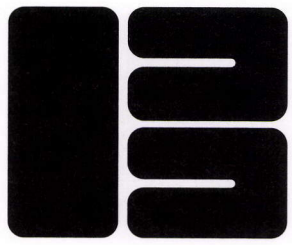


**Arterior**
Textiles
1965 · Graphicteam Köln · DE

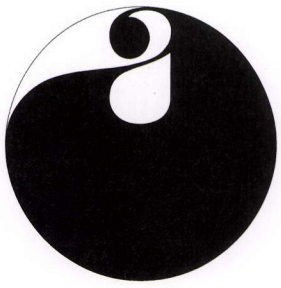
**Centro de Coleccionadores de Arte**
Art center
1968 · Willys de Castro,
Hércules Barsotti · BR



**Admiral Corp.**
Electronics
1960s · Morton Goldsholl
Design Associates · US

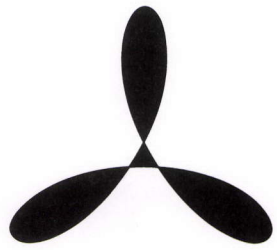


**Budimex**
Import-export
1960s · Jolanta Baracz · PL

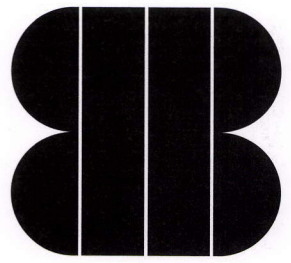


**Artothek**
Art gallery
1982 · Paul Effert · DE

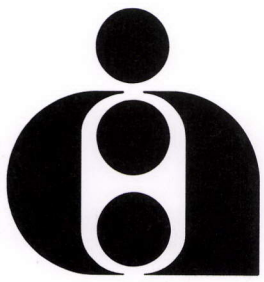
**Arce Editrice**
Publishing
1967 · Claudio Platania · IT



**Admiral Corp.**
Electronics
1960s · Morton Goldsholl
Design Associates · US



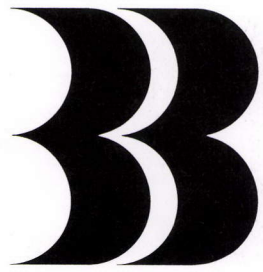
**Vertriebsagentur Berlin**
Import-export
1970 · Ludvík Feller · DE



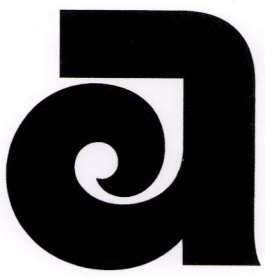
**Asturias Savings Bank**
1983 · Elías García Benavides · ES

**Alecta**
Wood shavings
1954 · Albe Steiner · IT

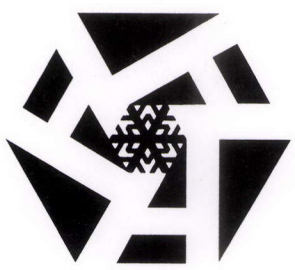
**Altdorfer Samen**
Seeds
1950s · Fred Stolle · DE



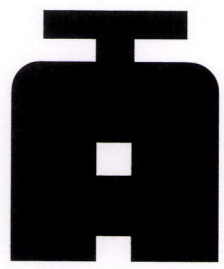
**Bächtold + Brodmann**
Printing
1978 · Roland Hirter · CH



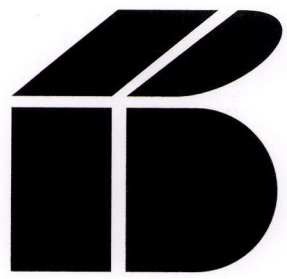
**Josef Armellini**
1973 · Othmar Motter · AT



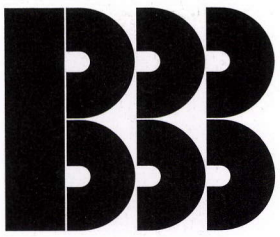
**Acfis Kompact**
Refrigerators
1973 · Walter Hergenröther · CH



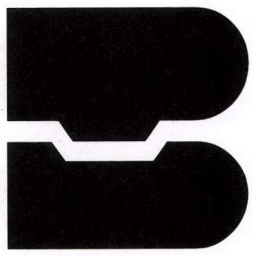
**Industriezweig Armaturen**
Fittings
1965 · Herbert Prüget · DE-GDR



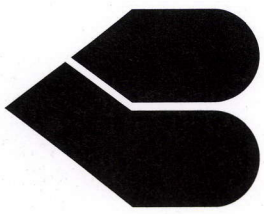
**Industrial Bolsera**
Packaging
1974 · Tomás Vellvé · ES



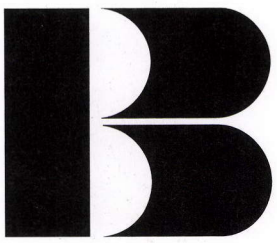
**BBB Furniture**
1968 · Italo Lupi · IT



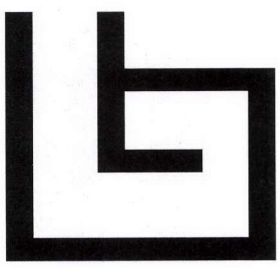
**Bates Brothers**
Engineering
1963 · Woudhuysen Inc. · UK



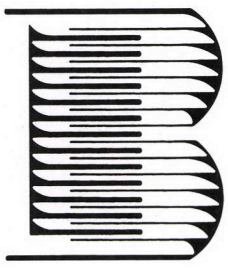
**Borgogna Art Gallery**
1970 · Angelo Sganzeria · IT



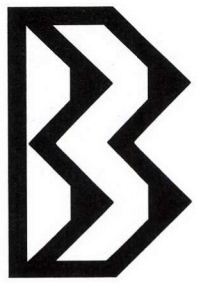
**British International Paper**
1969 · Michael Burgess · UK



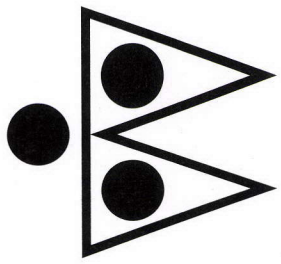
**Bank vom Linthgebiet, Uznach**
1969 · Peter Hablützel · CH



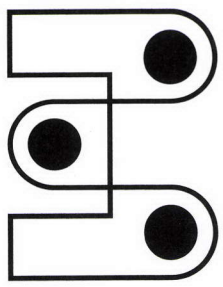
**Bicentenario Simón Bolívar**
Commemorative occasion
1979 · Gerd Leufert · VE



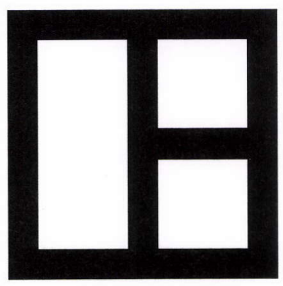
**Big**
Publishing
1980 · Yasaburo Kuwayama · JP



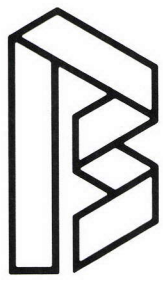
**Staatliche Akademie für Grafik, Druck und Werbung**
Design school
1950s · Franz Hermann Wills · DE



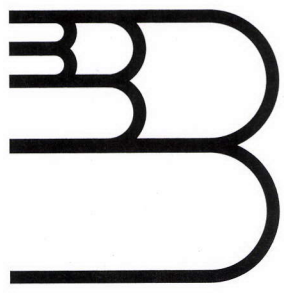
**Bagel Druck**
Printing
1971 · Walter Breker · DE



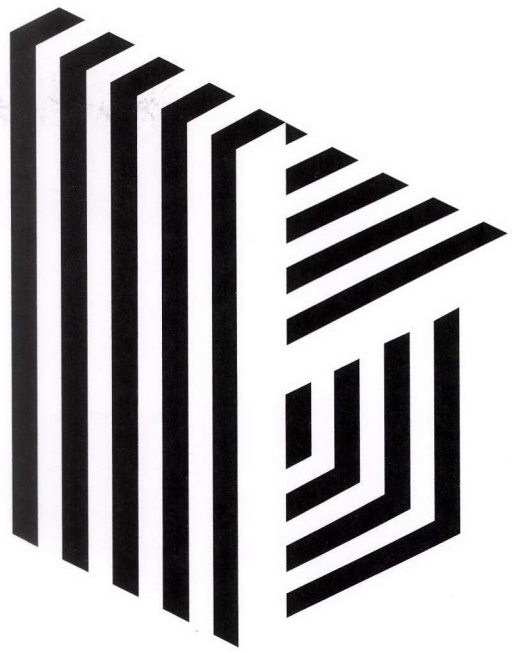
**Walter Bangerter**
Design
1960s · Walter Bangerter · CH



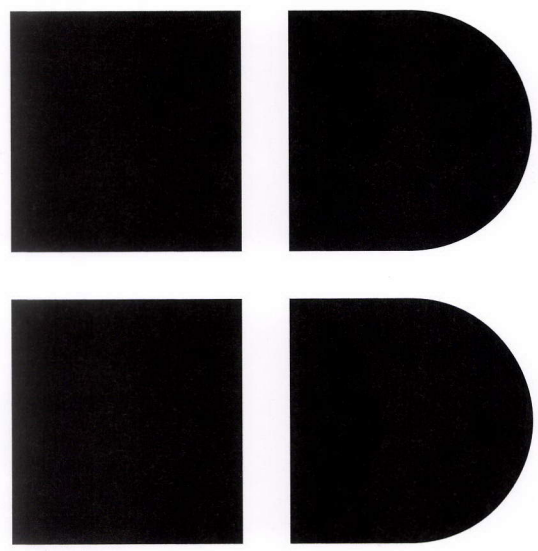
**Bateau Lavoir**
Art gallery
1970 · Michele Spera · IT



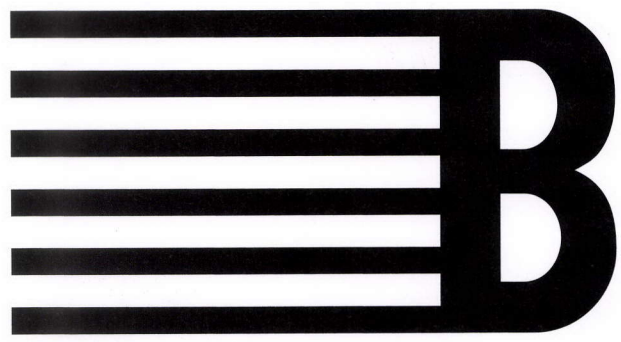
**Tre B**
Design
1975 · Armando Milani · IT



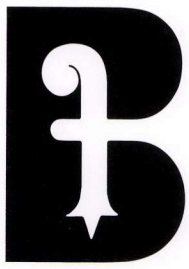
**Houtoku**
Furniture
1980 · Shunji Ninomi · JP



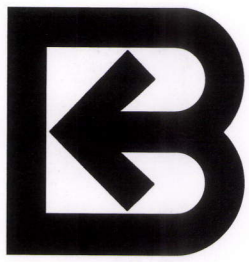
**Bunka Hyoronsha**
Publishing
1982 · Makoto Yoshida · JP



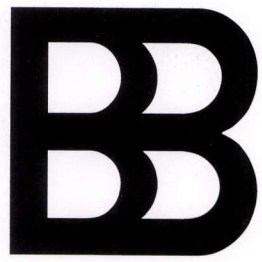
**E. Breuninger**
Textiles
1948 · Hanns Lohrer · DE



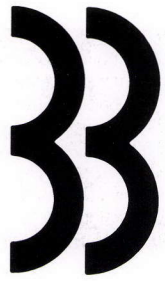
**Verkehrsverein Basel**
Tourism
1968 · Armin Hofmann · CH



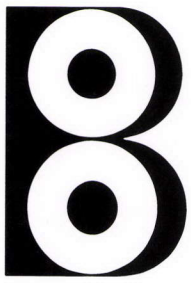
**Reginald Bennett**
Import-export
1968 · Stuart Ash/
Gottschalk+Ash · CA



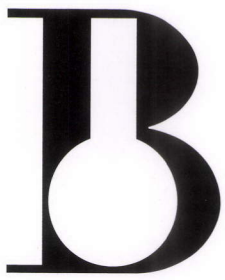
**Bill Bantey & Associates**
Management consultancy
1969 · Fritz Gottschalk/
Gottschalk+Ash · CA



**B Galerie 33**
Art gallery
1950s · Marcel Wyss · CH

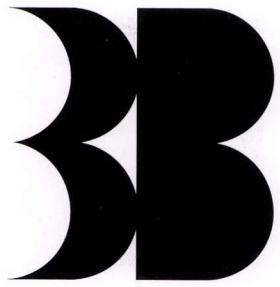


**A. Bagel Grafische Anstalt**
Printing (proposed design)
1950s · Heinrich Wehmeyer · DE

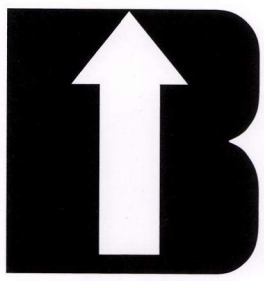


**A. Bertelli**
Pharmacy
1964 · Albe Steiner · IT

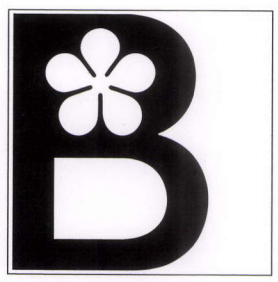
**Bäckerei Burkhardt, Volketswil**
Bakery
1973 · Odermatt+Tissi · CH



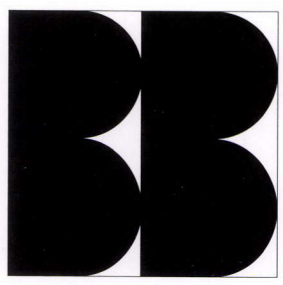
**Bienal Internacional del Deporte en las Bellas Artes, Barcelona**
Sports festival
1971 · Julián Santamaría · ES



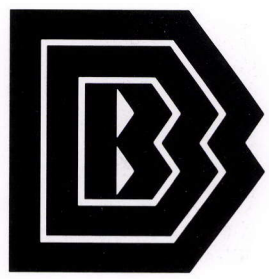
**Bostleman Corporation**
Construction company
1973 · Terry Lesniewicz, Al Navarre · US



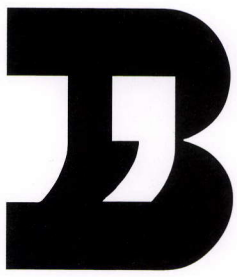
**Magasins du Printemps Brummell**
Clothing
1970 · Jean Widmer · FR



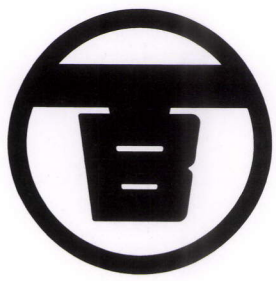
**Brno Balance**
Art exhibition
1970s · Jan Rajlich · CZ



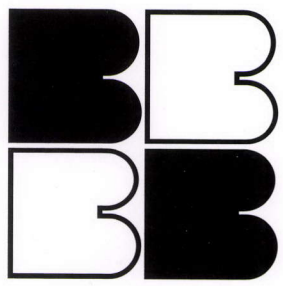
**Bolli**
Construction company
1977 · Peter G. Ulmer · CH



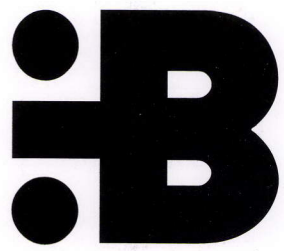
**Birkhäuser Verlag**
Publishing
1979 · K. Bruckmann · CH



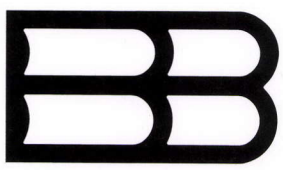
**Baumechanik Barleben**
Engineering
1965 · Rudolf Purke · DE-GDR



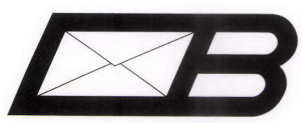
**Buffet Badischer Bahnhof**
Restaurant
1960s · Ferdi Afflerbach · CH



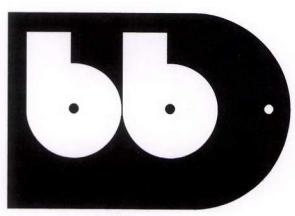
**Svensk bil Batterifabrik**
Automobile batteries
1960s · Tom Huttgren · SE



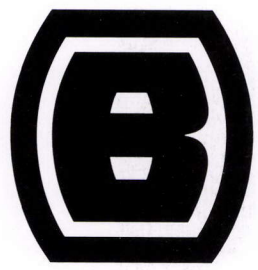
**Brandeis University Women's Committee**
1965 · Joe Selame · US



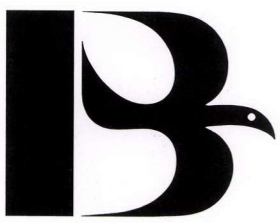
**Briefing**
Postal services
1966 · Kyösti Varis · FI



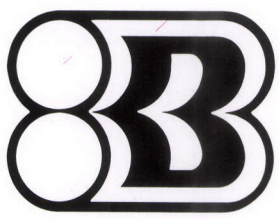
**Becky Bisoulis**
Clothing
1970s · James Lienhart · US



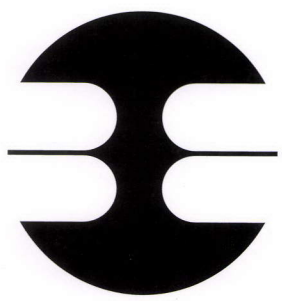
**Ostthüringer Brauereien, Pößneck**
Brewing
1965 · Fritz Deutschendorf · DE-GDR



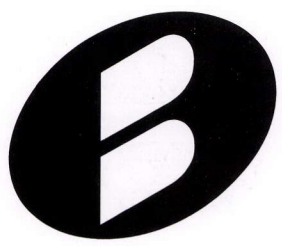
**Boles Aero**
Caravans
1960s · Jerry Braude · US



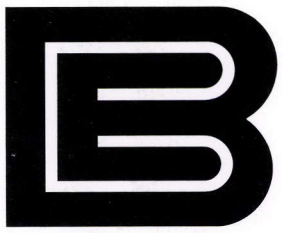
**Banner Printing**
1960s · Jerry Braude · US



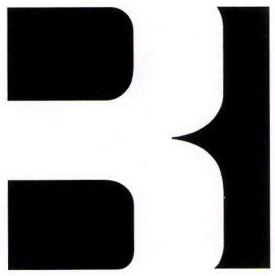
**Stowarzyszenie Bojownik**
Social organization
1962 · Jarosław Jasiński · PL



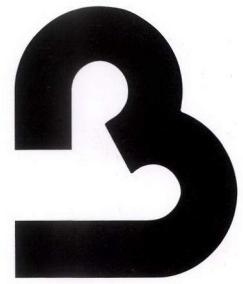
**Bellfeed**
Textiles
1980 · Akira Hirata, Yoshiharu Saito · JP



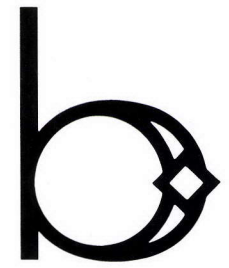
**Battery & Electric Service**
1970 · Peter Hablützel/
Gazette Printing Company · CA



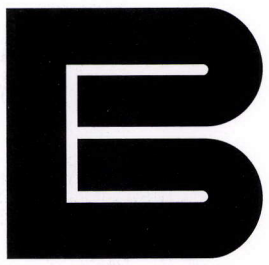
**Bautechnik Seibert-Stinnes**
Engineering
1973 · Heinz Schwabe · DE



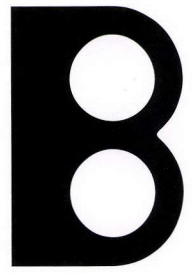
**Barazzoni Fratelli**
Advertising
1969 · Ennio Lucini/
Promotion Pubblicità · IT



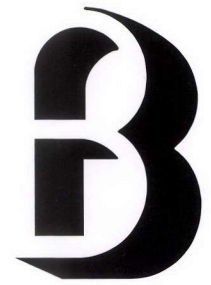
**Hermann Baldauf**
Goldsmith
1965 · Karl-Heinz Lötzsch · DE-GDR



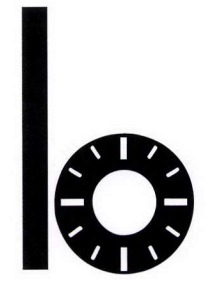
**Félix Beltrán**
Design
1960 · Félix Beltrán · CU



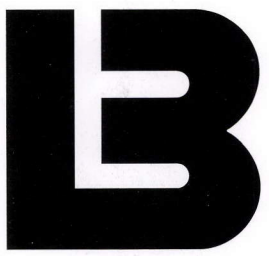
**Bras**
Food technology
1966 · Titti Fabiani/Studio B · IT



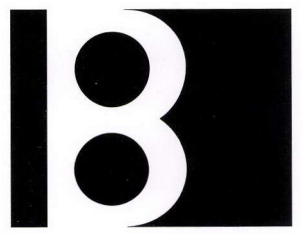
**Blanc**
Industrial design
1971 · Pérez Sánchez · ES



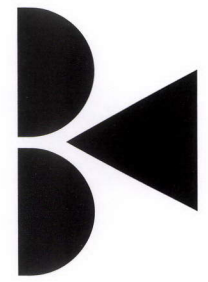
**Breuer Uhren**
Watches
1960 · Hans-Joachim Brauer · DE



**Bernische Lokalbank**
Bank
1960s · Hans Hartmann · CH

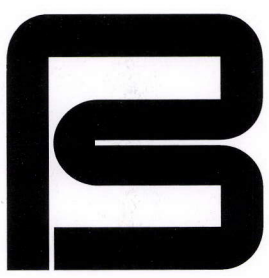


**Ernst Brucker**
Road construction
1956 · Hanns Lohrer · DE

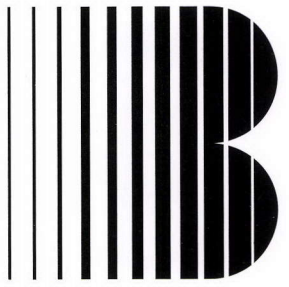


**Werbedienst Berlin**
Advertising
1965 · Anonymous · DE

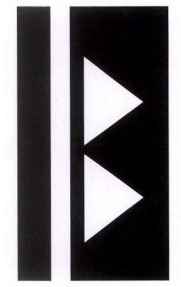
**Berlin-Kosmetik**
Cosmetics
1965 · Ingo Arnold · DE-GDR



**Beta Heating Systems**
1970 · Ernst Roch/
Design Collaborative · CA

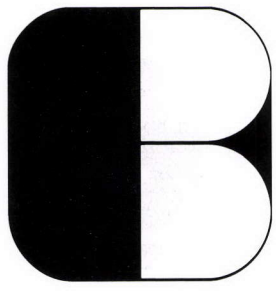


**Bilumen**
Furniture
1969 · G. & R. Associati · IT

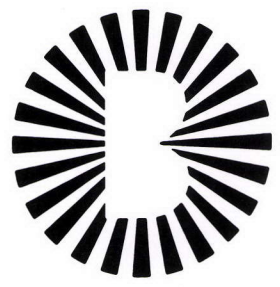


**Benzinger**
Publishing
1953 · Eugen & Max Lenz · CH

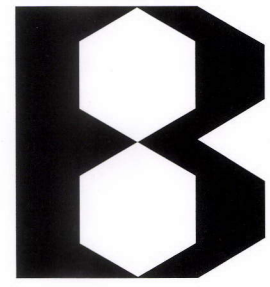
**Chemische Werke Buna, Schkopau**
Chemicals
1965 · Gerhard Voigt · DE-GDR



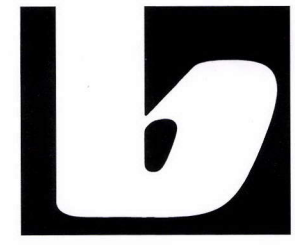
**Bacci**
Art dealer
1970 · G. & R. Associati · IT



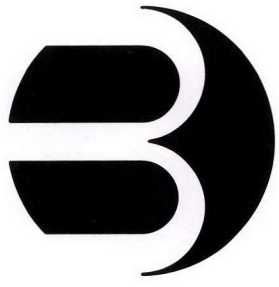
**Beauté-Centre Thérapeutique d'Esthétique, Paris**
Massage salon
1969 · Daniel Maurel/
Chourgnoz Publicité · FR



**Bonded Services**
Film and tape storage
1966 · Arnold Roston · US

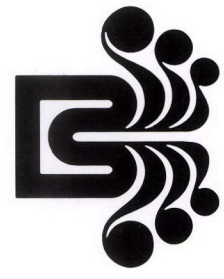


**P. Bork Scandinavia**
Furniture
1960s · Anonymous · DK

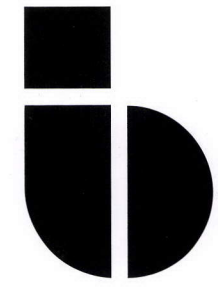


**Bertuzzi**
Food-processing machinery
1971 · Guido Redaelli · IT

**A. Bertelli**
Pharmacy
1964 · Albe Steiner · IT

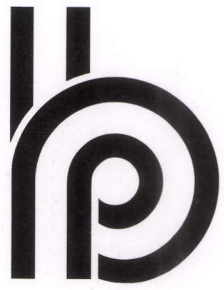


**Borrallo**
Furniture
1969 · Ribas & Creus · ES



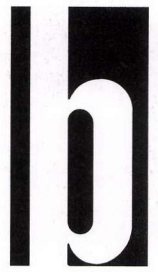
**Industrial Blueprinting and Supply**
Technical drawing
1966 · Richard Janis · CA

**Druckerei Bund Pochon-Jent**
Printing
1966 · Werner Mühlemann · CH



**Buttmann**
Building cleaning
1970 · Peter Riefenstahl · DE

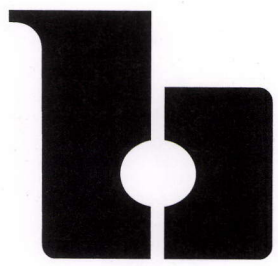
**Saint John Harbour Bridge Authority**
Bridge maintenance
1966 · J. C. Stackhouse Studios · CA



**Bonifatius Druck Buch Verlag**
Publishing
1960 · Gerhard Böhle · DE

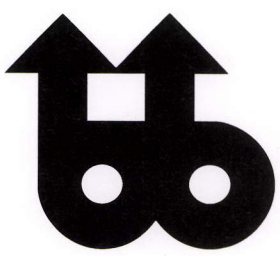
**Berliner Verkehrsbetriebe**
Public transport
1960 · Hace Frey · DE

**Stork Seriepompen**
Water pumps
1964 · M. van Winsen · NL

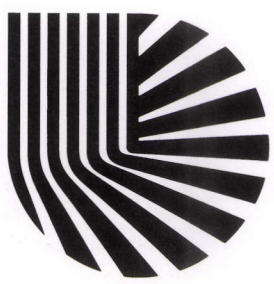


**Biocell**
Biochemicals
1971 · Andrea Rossi · IT

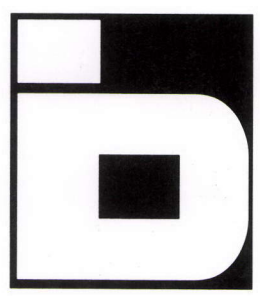
**Boilot**
Cranes
1971 · Erich Brenzinger/
Recherche et Design · FR



**Beba Beton**
Cement
1962 · Klaus Grözinger, Dieter Heil · DE

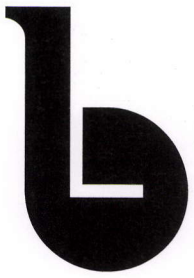


**Bank für Tirol und Vorarlberg**
1982 · Othmar Motter · AT

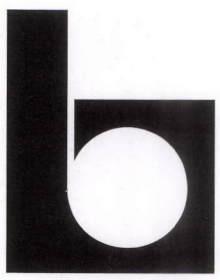


**Barbour Index**
Information service
1963 · Ken Garland · UK

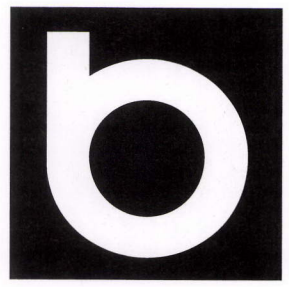
**Blechpackungswerk Staßfurt**
Metalworks
1965 · Rudolf Purke · DE-GDR



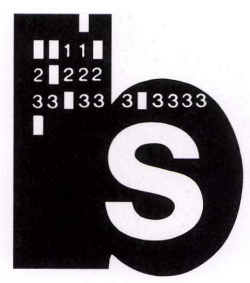
**Bio Decision Laboratories**
Clinical research
1971 · Francis R. Esteban · US



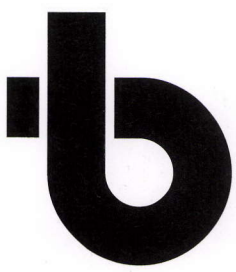
**Frischbetonwerk, St. Stephan**
Cement
1960s · Hans Thöni · CH



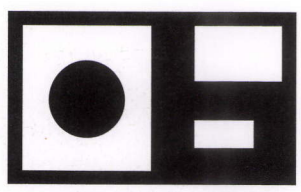
**Boffi**
Kitchens
1960 · Giulio Confalonieri · IT



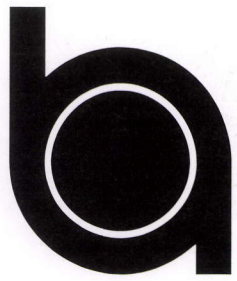

**Bonfantini Service**
Computer services
1971 · Emanuele Centazzo/Sitcap · IT



**R. L. Banks & Associates**
Railroad freight logistics
1972 · George Tscherny · US

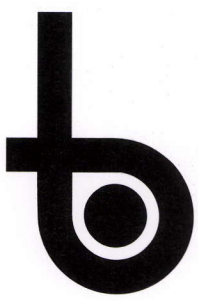


**Papierwarenhandlung**
Stationery
1950s · Franz Olivier Trog · CH

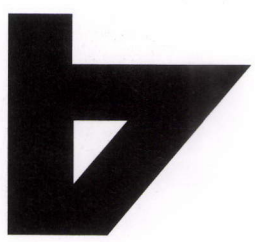


**Bess & Associates**
1967 · Michael Reid · US

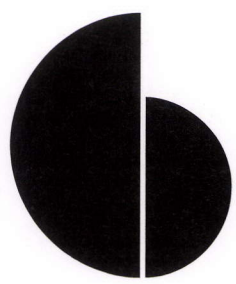
**A. Bertelli**
Pharmacy
1964 · Albe Steiner · IT



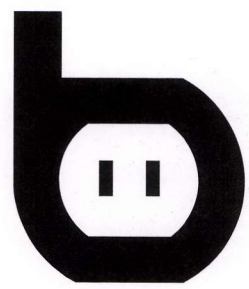
**Bilia**
Trade fair
1960s · Lars Bramberg · SE



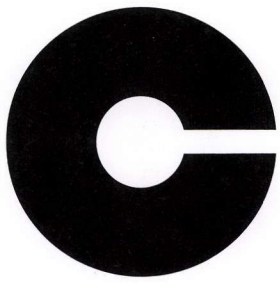
**R. Brockhaus**
1957 · Ralf Rudolph · DE



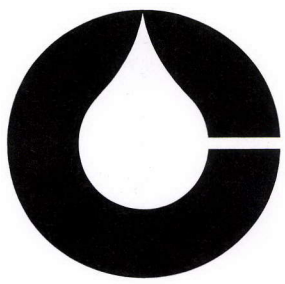
**Conrad Bailey**
Photography
1966 · James Lienhart/RVI Corp. · US



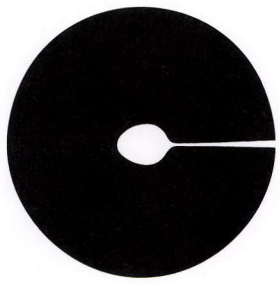
**Bergelectric Corporation**
Electrics
1960s · Don Weller · US



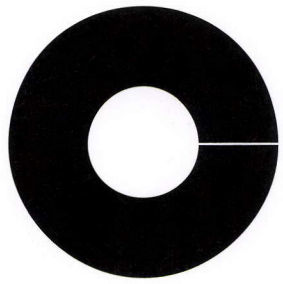
**Cirla**
Granite
1968 · Dante Bighi · IT



**Cimet**
Freeze-drying machinery
1967 · Salvatore Gregorietti/
Unimark International · IT

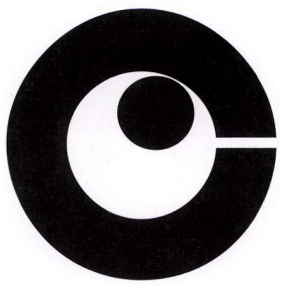


**Speisegaststätte Casino**
Restaurant
1965 · Heinz Kippnick · DE-GDR

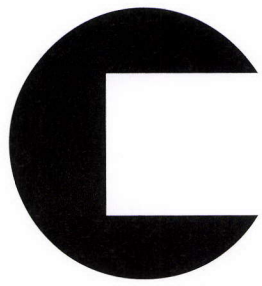


**Capitol Records**
Record label
1960s · Rod Dyer · US

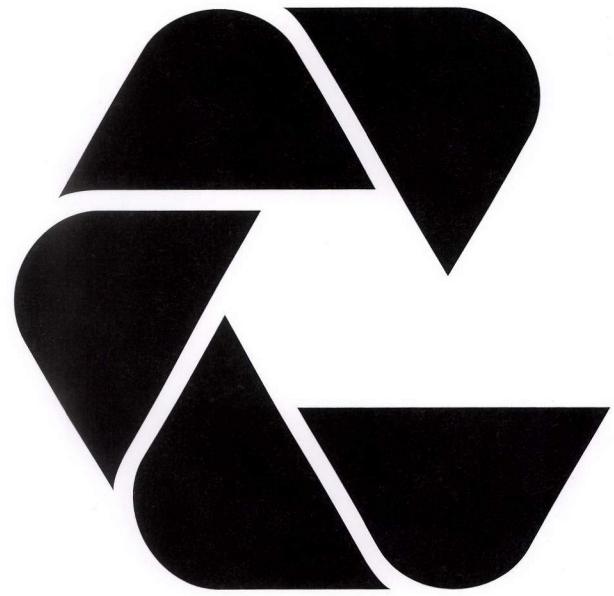
**Continental Can**
Canning and packaging
1972 · Anspach Grossman Portugal · US



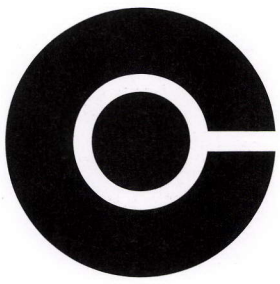
**Crea-Filmi**
Film production
1966 · Kyösti Varis · FI



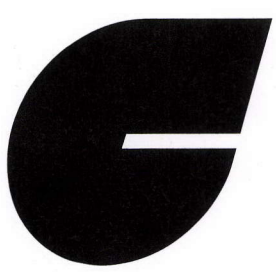
**Chimetal**
Chemicals
1962 · Massimo Dradi · IT



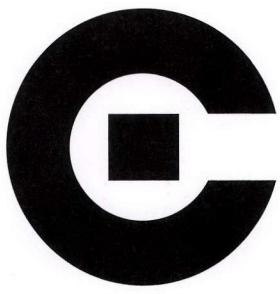
**Cayena**
1978 · Hugo Arapé · FR



**Pratt Institute**
Design school
1960s · Lance Wyman · US

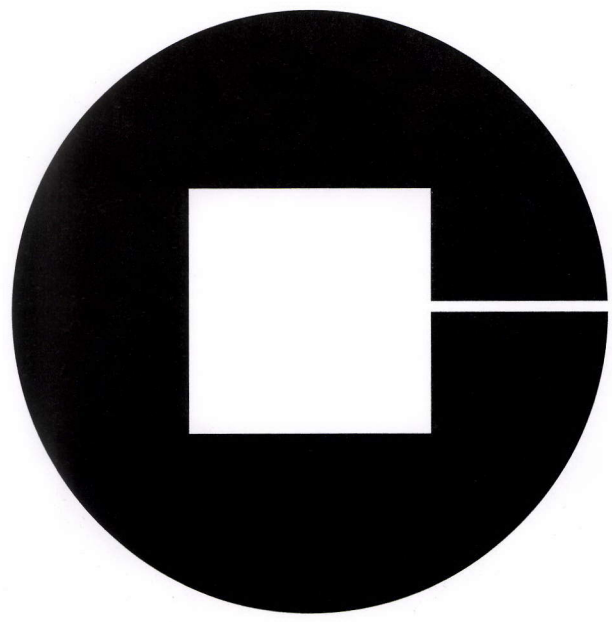


**Commerce Bank**
1973 · Richard Yeager · US

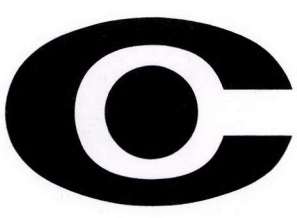


**Cidesco International**
Education (proposed design)
1961 · Georges Beaupré · CH

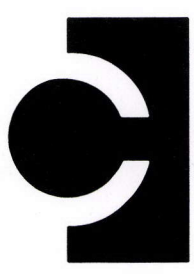
**Clark Technologies**
Mechanical engineering
1975 · R. Roger Remington · US



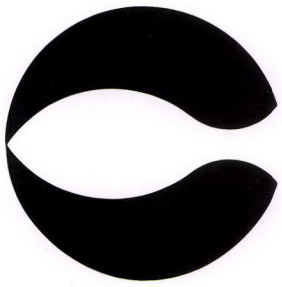
**Carl Christiansen**
Construction company
1961 · Werner Hartz · DE



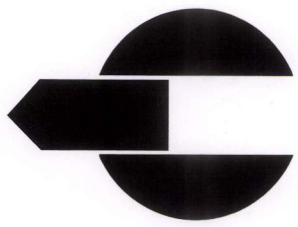
**Commerzbau Bauträgergesellschaft**
Property development
1970s · Hanns Lohrer · DE



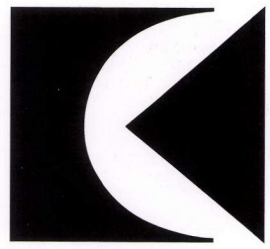
**Centro de Convenciones Gonzalo Jiménez de Quesada**
Congress center
1979 · Dicken Castro · CO



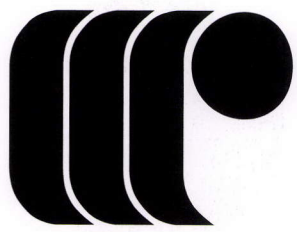
**Ihara Chemical Industry**
1983 · Tsuneo Arima · JP



**Carcaba**
Haulier
1982 · José Santamarina /
Elias & Santamarina · ES

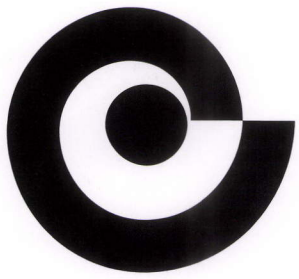


**Canadian Pacific, Montreal**
Haulier
1968 · Lippincott & Margulies · US

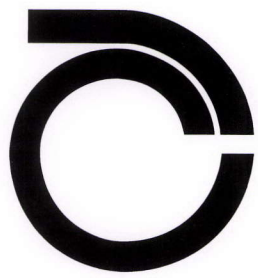


**Camden Committee**
**for Community Relations**
Social work
1966 · Ken Garland · UK

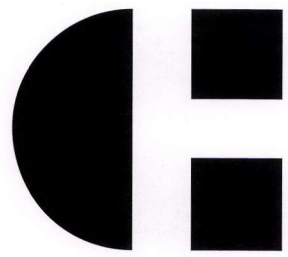
**Nippon Computer**
1971 · Yuji Baba · JP



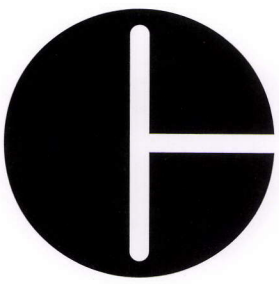
**Consolidated Foods Corporation**
1972 · Landor Associates · US



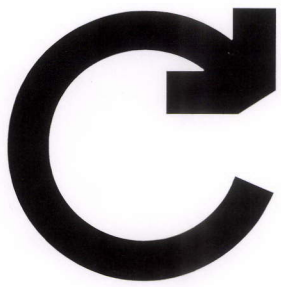
**A. Carbo**
Jeweler
1973 · Enric Huguet · ES



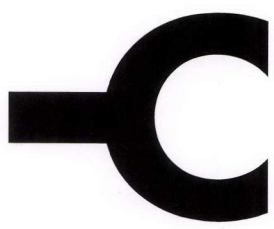
**Colin Hochstin Company**
Investment
1977 · Mike Quon, David Rubin · US



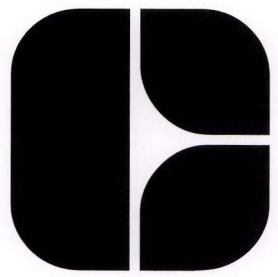
**Colmers**
Grocery
1966 · Kenneth Hollick · UK



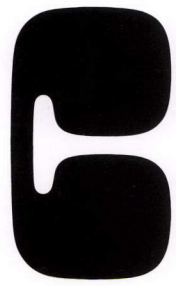
**Cook's Travel Service**
Travel agency
1964 · Gerald Rosso · US



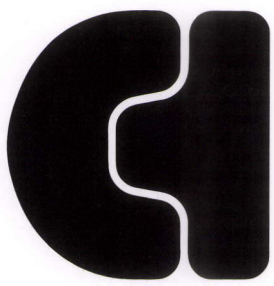
**Caprotti Manifattura**
Textiles
1959 · Max Huber · IT



**Coplay Cement**
1979 · Bill Bundzak · US

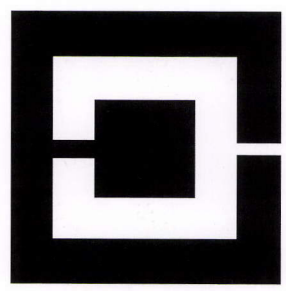


**Conte**
Accountancy
1969 · Claude Dietrich · PE



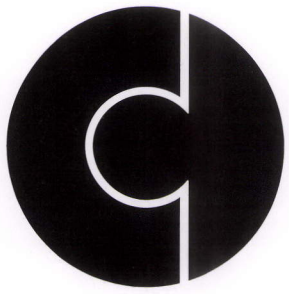
**Coletti**
Furniture
1968 · Franco M. Ricci · IT

**Equipmag**
Interior design
1970 · Jean Delaunay/Look · FR

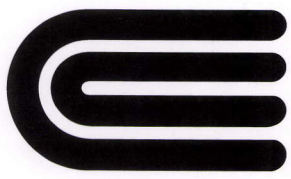


**Clipho Cliché**
Typesetting
1962 · Morten Peetz-Schou · DK

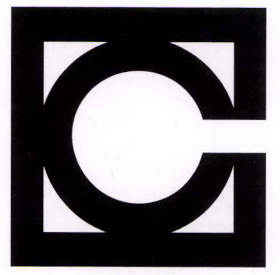
**Commodore**
Computer systems
1965 · Chris Yaneff · CA



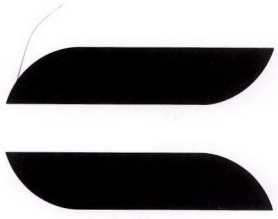
**Complett**
Knitting machines
1964 · Montaini+Neuburg · IT



**Casagrande Impianti**
Hydraulic systems
1983 · Alfredo de Santis · IT

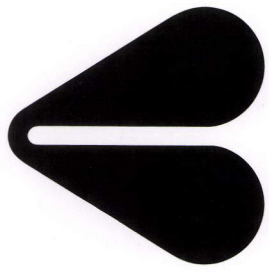


**Corsair**
Heating technology
1965 · Anthony Smith, Roger Turpin · UK

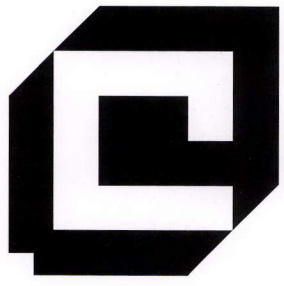


**Credit Cart**
Bank
1978 · Guillermo Gonzáles Ruiz · AR

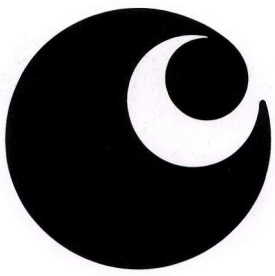
**Československé Státní Dráhy**
Czechoslovakian state railway
1974 · Jiří Rathouský · CZ



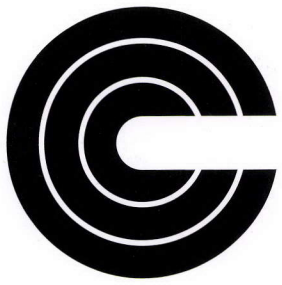
**Bonairia Casu**
Advertising
1974 · Rinaldo Cutini · IT



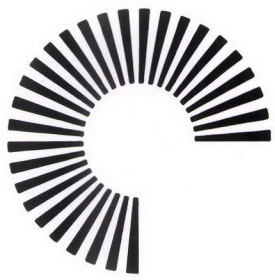
**Cooper**
Construction company
1969 · Chris Yaneff · CA



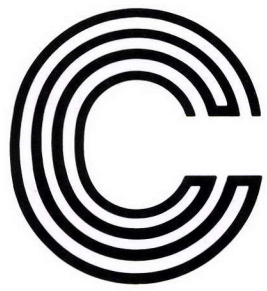
**Carlo Cisventi**
Photography
1970 · Carlo Bruni · IT



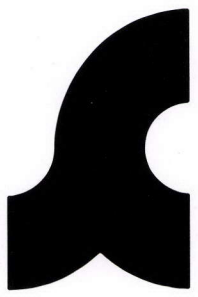
**Cavazzoni**
Carpets
1969 · Franco M. Ricci · DE



**Le Canne**
Hotel
1972 · A.G. Fronzoni · IT



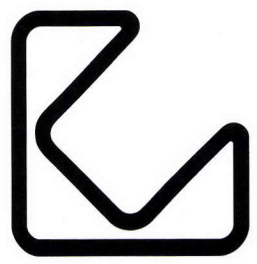
**Ceteco**
Paper
1960s · Heinz Waibl · IT



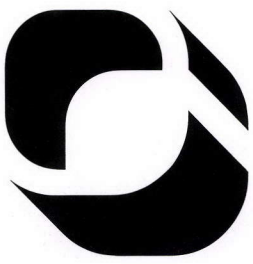
**Association for Solidarity with Cuba**
Political campaign group
1969 · Félix Beltrán · CU

**Command**
Travel agency
1978 · D. Bruce Zahor · US

**Visibilia Caracas**
Design exhibition
1968 · Gerd Leufert · VE

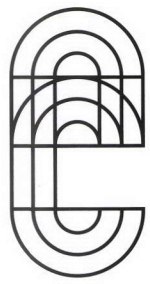


**KM Associates**
Exhibition equipment
1968 · William Newton · CA

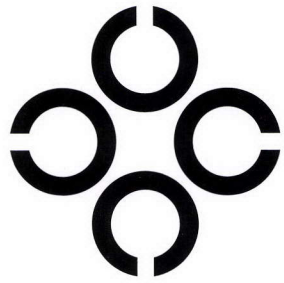


**Cyrmac Plastics**
1970 · Raymond Bellemare · CA

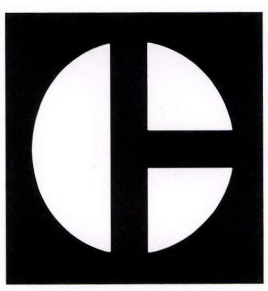
**Continentale Versicherungen**
Insurance
1970 · Ulrich Schürmann · DE



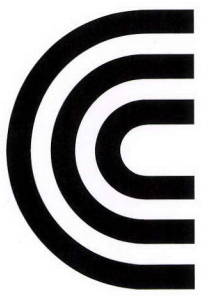
**Calwer Passage**
Shopping center
1978 · Hanns Lohrer · DE



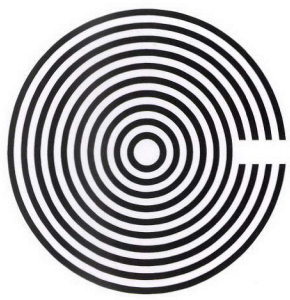
**Koyo Shigyo**
Printing
1964 · Takeshi Otaka · JP



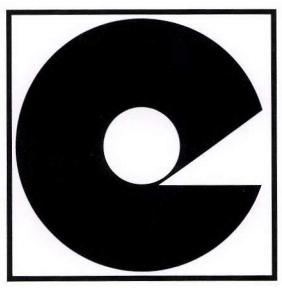
**Caterpillar Tractor**
Construction equipment
1967 · Lester Beall · US



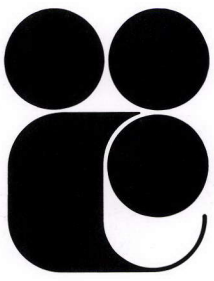
**Cord Chemical Company**
1968 · Raymond E. Meylan · UK



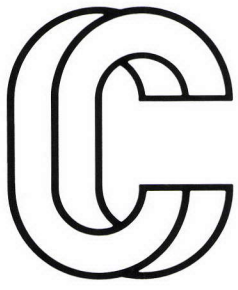
**Cometa**
Photo technology
1968 · Gérard Guerre/Technés · FR



**Condor Records**
Record label
1962 · John Denison-Hunt · UK

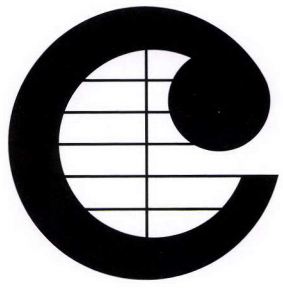


**Presses Centrales de Lausanne**
Printing
1970 · Pierre Bataillard · CH

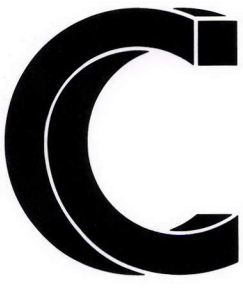


**Canon**
Office machines
1983 · Minoru Takahashi · JP

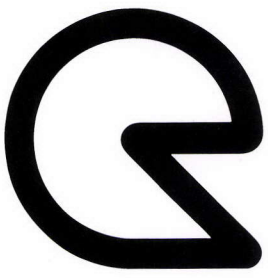
**Chemi**
Chemicals
1973 · Franco Grignani · IT



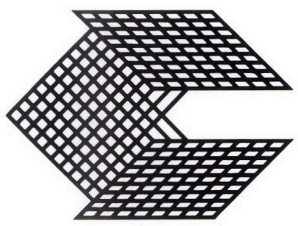
**Canto-Kuoro**
Choir
1967 · Jaska Hänninen · FI



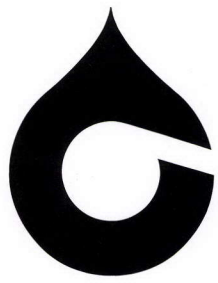
**Chemometall**
Metalworks
1978 · Badian & Weinblatt · AT



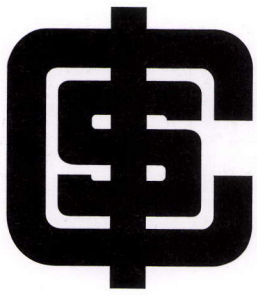
**Circoli Repubblicani**
Political party
1972 · Michele Spera · IT



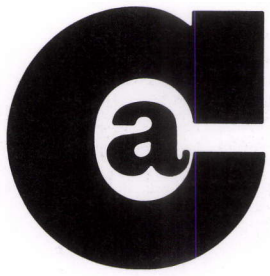
**Galería Conkright**
Art gallery
1973 · Gerd Leufert · VE



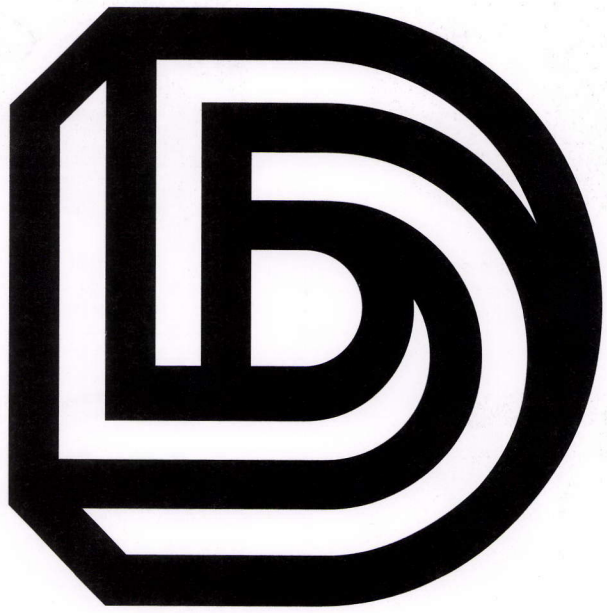
**Gibson Kelite**
Chemicals
1960s · Heinz Grunwald · AU



**Continental Savings & Loan**
Bank
1960s · Chuck Rhoades · US

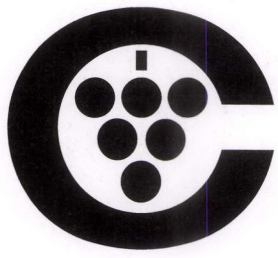


**Cassina**
Furniture
1953 · Giancarlo Pozzi · IT

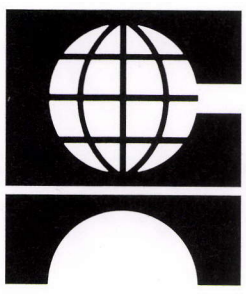


**Diblo Holding**
Import-export
1979 · Joe Vera, Francisco Tellez · MX

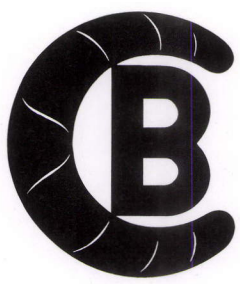
**Centrum-Warenhaus**
Department store
1965 · Herbert Prüget · DE-GDR



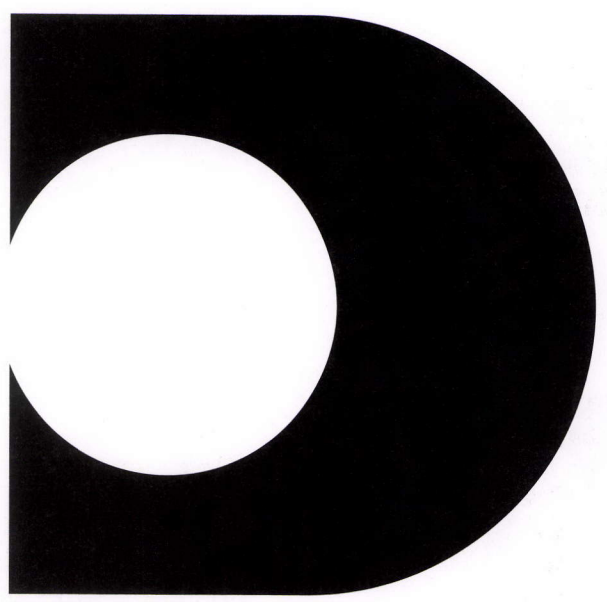
**Consorzio Vini di Carema**
Wine association
1959 · Walter Ballmer · IT



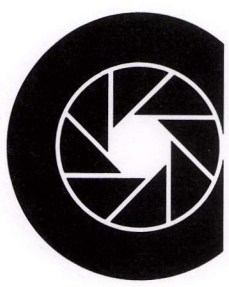
**VEB Chemieausrüstungen**
Chemistry equipment
1965 · Fritz Deutschendorf · DE-GDR



**W. Bertschi & Sohn**
Bakery
1940s · Alfons Grimm · CH

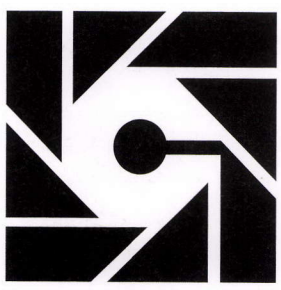


**Delta Tooling**
Machinery
1960s · Mort Walsh · CA

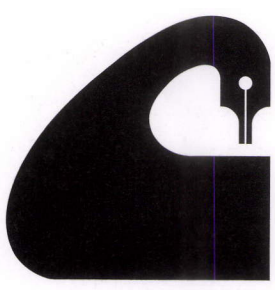


**Creative Photography**
1963 · Ernst Roch/
Design Collaborative · CA

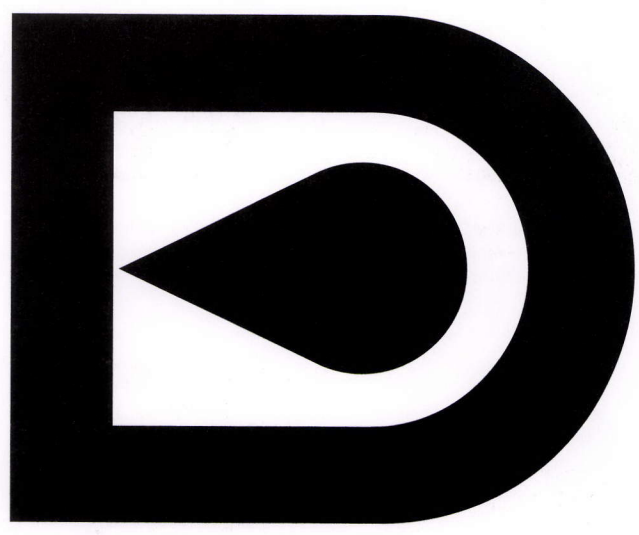
**Jeunesses Musicales du Canada, Montreal**
Music association
1968 · George Huel,
Pierre-Yves Pelletier · CA



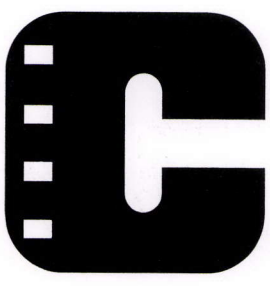
**Cochrane Photographic Studio**
1960s · Anonymous · US



**Cygnet**
1973 · John Nash/
Richard, Nash & Friends · UK

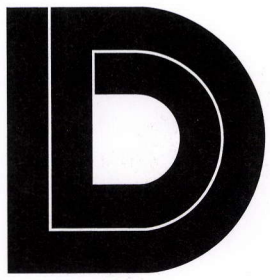


**Clichy Distugil**
Plastics
1967 · Jacques Nathan-Garamond · FR

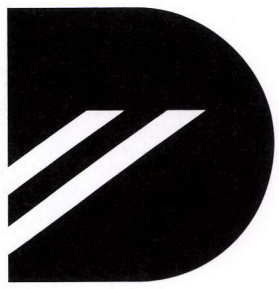


**C-Film**
Film distributor
1970 · Ekkehart Rustmeier · DE

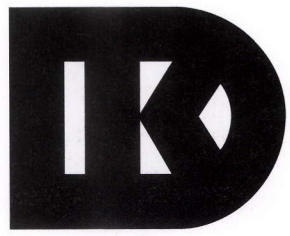
**Caleta Hotel, Mexico**
1970 · Lance Wyman · US



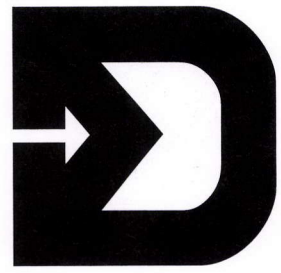
**Design Team**
1969 · Antoon de Vijlder · BE



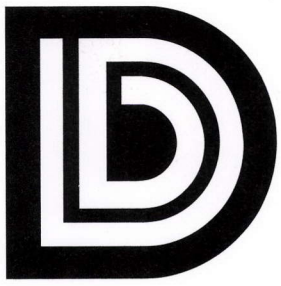
**Przedsie Biorstwo Budowy Dróg i Mostów**
Architecture
1976 · Tytus Walczak · PL



**KD Shoes**
Footwear
1960s · Sotir Sotirov · BG

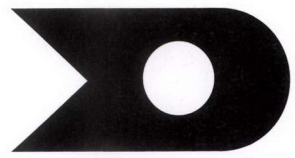


**Dired**
1979 · Silvio Gayton · US

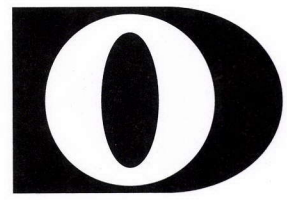


**Derbyshire County Council**
Regional administration
1975 · Kenneth Hollick · UK

**Défilé Foires**
Exhibition
1970s · Jan Rajlich · CZ

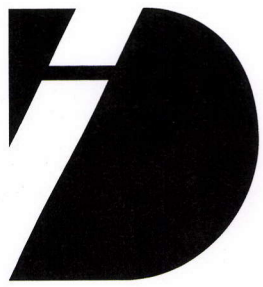


**Deutsche Dunlop**
Tires
1950s · Hanns Lohrer · DE

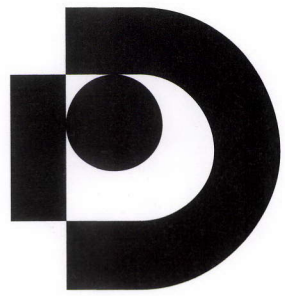


**David Osbourne**
Engineering
1980 · Denise Spaulding · US

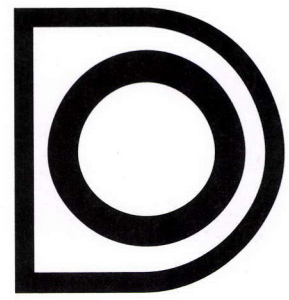
**Ducommun**
Engineering services
1970s · Saul Bass & Associates · US



**D. I.**
Design and development
1972 · Stuart Ash/Gottschalk+Ash · CA

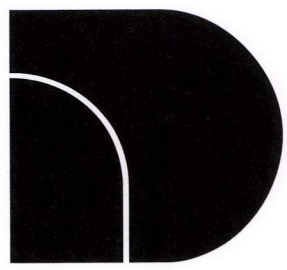


**Studio de Création Roger Druet**
Design
1966 · Roger Druet · FR

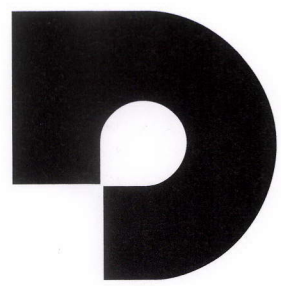


**Ring Design**
1961 · Knut Yran · SE

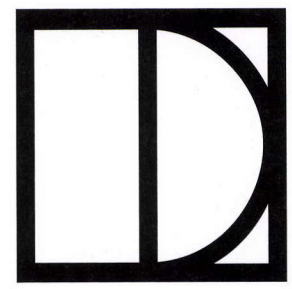
**Durham Regional Government**
1974 · Ron Richards · CA



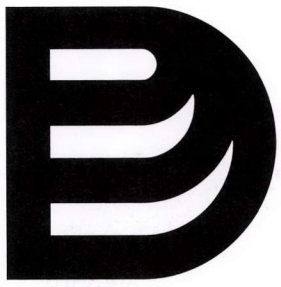
**Daimaru Shokuhin**
Foods
1982 · Hideki Aoki · JP



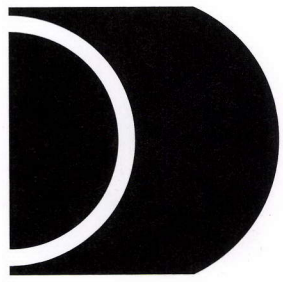
**Open Design**
Industrial design
1978 · Carlo Malerba · IT



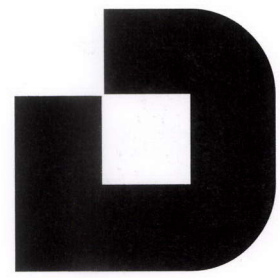
**Design Center Österreich**
Design association
1965 · Anonymous · AT



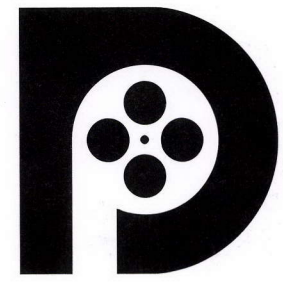
**21st Century Association Design Festival**
1982 · Akisato Ueda · JP



**Fonderies E. Desbeck**
Ironworks
1968 · Gilles Fiszman · BE

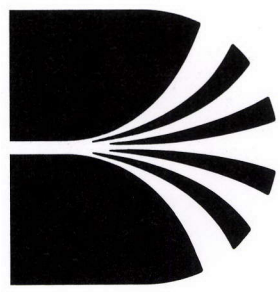


**International Design and Woodcraft**
1978 · Rolf Harder · CA

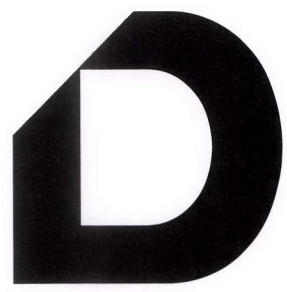


**Devi Productions**
Film production
1971 · Mike Quon · US

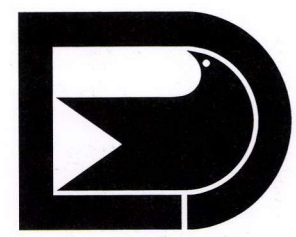
**Dicomed**
Color film recorders
1990 · Peter Seitz · US



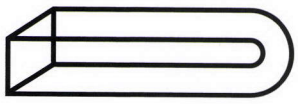
**DuPage Power Wash**
Pressure washing
1980 · Richard Wittosch · US



**Dimelo Construções e Empreendimentos**
Steel construction
1976 · PVDI · BR

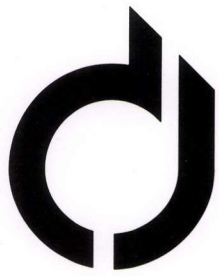


**LD Birdseed**
1961 · Rolf Harder/
Design Collaborative · CA

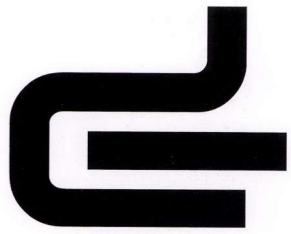


**Imposibilia**
Design exhibition
1968 · Gerd Leufert · VE

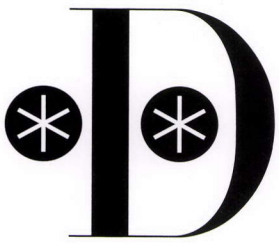
**Richard Doerfel**
Heating systems
1965 · Paul-Helmut Becker · DE-GDR



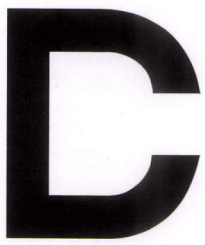
**Yugocryl Liubliana**
Chemicals
1972 · Matjaz Bertonceli · YU



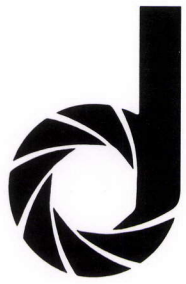
**Dupan Sogefor**
Fiberglass
1964 · Yvon Laroche · CA



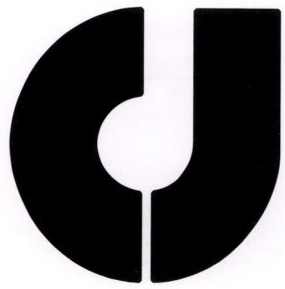
**Landbrugets Afsaetningsudvalg**
Foods
1958 · Olle Eksell · SE/DK



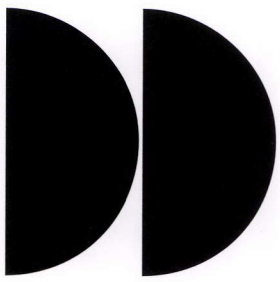
**De Coene**
Furniture
1964 · Michel Olyff · BE



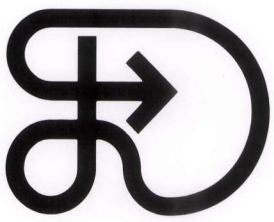
**Fotoaktiv 57**
Photography fair
1965 · Georg Hülsse · DE-GDR



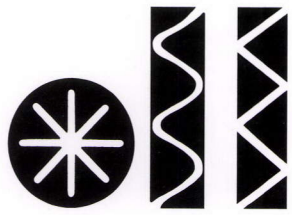
**Charles Jourdan & Fils**
Footwear
1970 · Roland Jourdan · FR



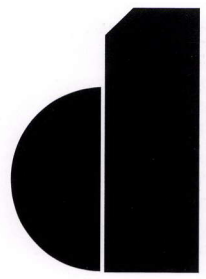
**Dansk Droge Import**
Pharmaceuticals
1968 · Morten Peetz-Schou · DK



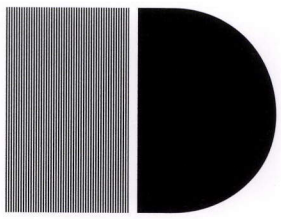
**Dentsu Driving Club**
1960s · Jun Tabohashi · JP



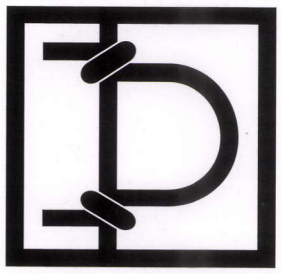
**Designeering**
Technical drawings
1960 · Leslie Smart · CA



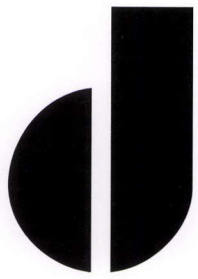
**Lakeshore Data Services**
1968 · Leslie Smart · CA



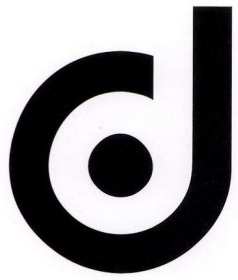
**House of Denmark**
Furniture
1967 · Raymond Lee · CA



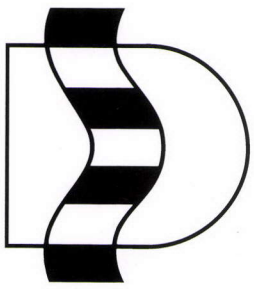
**Drawag Glattbrugg**
Wires
1960s · Franz Fässler · CH



**Danesi**
Coffee
1969 · Sergio Salaroli · IT

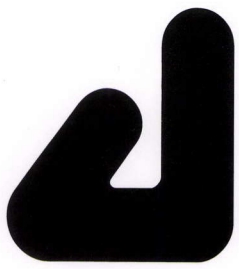


**Donald Duncan**
Transportation
1960s · Rolf Harder · CA

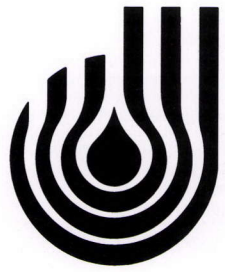


**Stadt Düsseldorf**
City identity (proposed design)
1984 · Paul Effert · DE

**Stadt Düsseldorf**
City identity (proposed design)
1978 · Walter Breker · DE



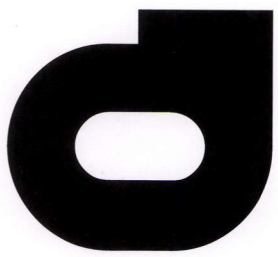
**Collezione Delta**
Furniture
1971 · Sergio Salaroli · IT



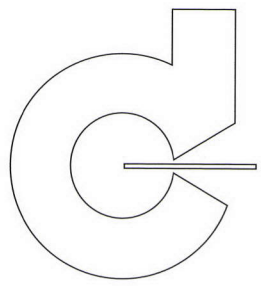
**Dril de Mexico**
Drilling
1971 · Ernesto Lehfeld · MX

**Reese-Gesellschaft Hameln**
Foods
1950 · Heinrich Wehmeyer · DE

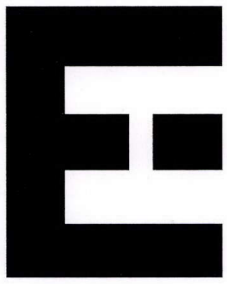
**Dismero**
Textiles
1983 · Oanh Pham Phu · DE



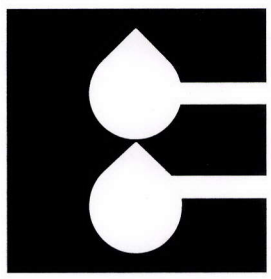
**Société Dennery**
Shop systems
1970 · Pham Ngoc Tuan · FR



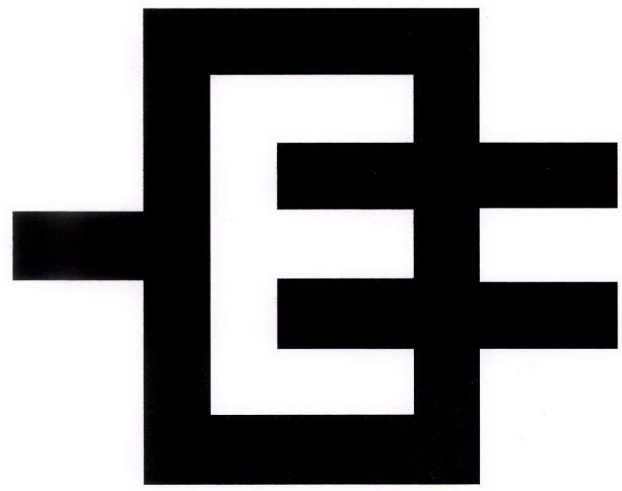
**Dariosecq**
Furniture
1969 · Michel Quennessen · FR



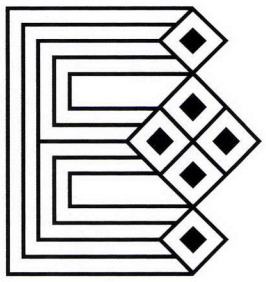
**Alfred Ehrlin**
Furniture
1960s · Anonymous · SE



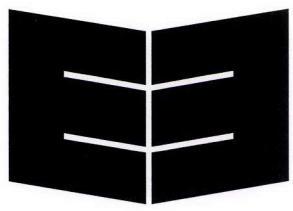
**Torii & Co.**
Pharmaceuticals
1977 · Kazuo Tanaka · JP



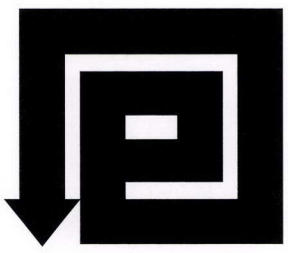
**Electrolux**
Domestic appliances
1962 · Marcel Wyss · CH



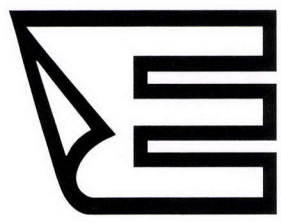
**E-Marke**
Crayons
1960s · Walter Breker · DE



**Elliot's Books**
Publishing
1960s · William Wondriska · US

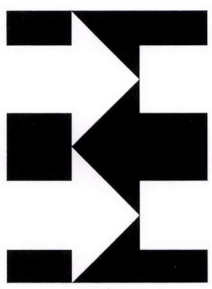


**PGH Elektro**
Electronics
1965 · Horst Wenzel · DE-GDR

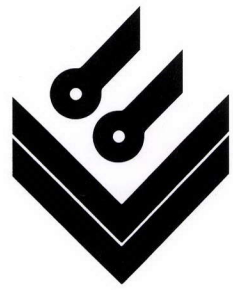


**Europaper**
1970 · Knut Yran · NO

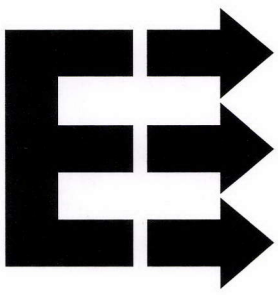
**Edwin Vogt & Partner**
Printing
1982 · Armin Vogt · CH



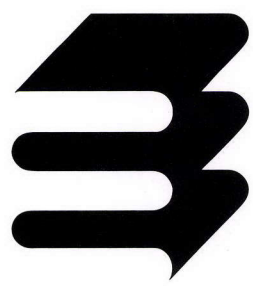
**E. Eversen**
Air-conditioning
1966 · Per Einar Eggen/
Alfsen, Becker & Bates · NO



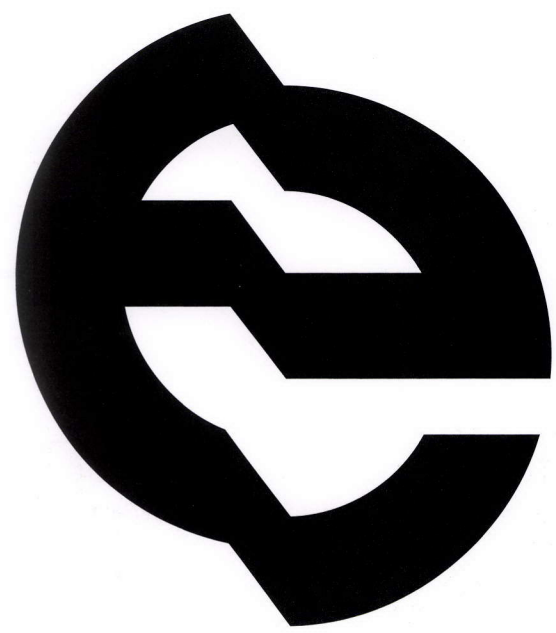
**Elite Circuits**
Electronics
1978 · Don Young · US



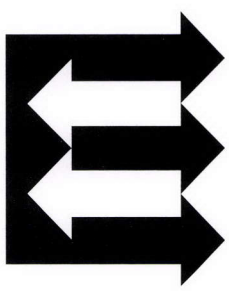
**Emhart Corporation**
Machinery
1957 · Lester Beall · US



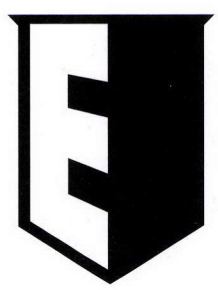
**Ergometrix Office Systems**
1978 · Tracy Turner · US



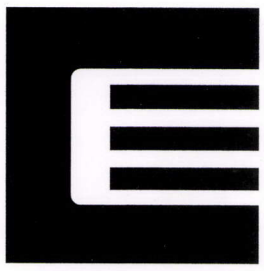
**Ediltur**
Travel agency
1975 · Alfredo de Santis · IT



**Euromar**
Import-export
1968 · Armando Milani · IT



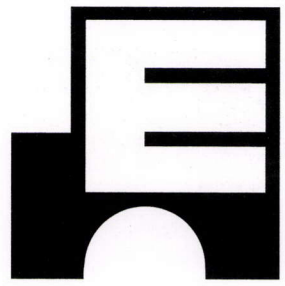
**Weinkellerei Eckert**
Wines
1950s · Gust Hahn · DE



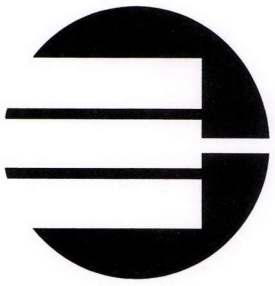
**Ceco**
Steelworks
1960s · Dickens Design Group · US

**Ecopex**
1977 · Hugo Arapé · FR

**CE Gärtnereibetrieb**
Gardening
1970 · Ekkehart Rustmeier · DE

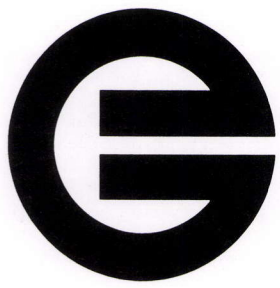


**Interhotel Erfurter Hof**
Hotel
1965 · Fritz Deutschendorf · DE-GDR



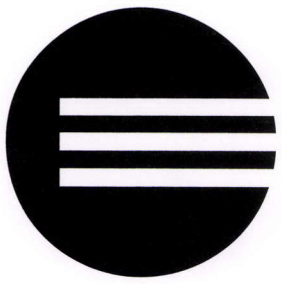
**Engineering Concepts**
1975 · Jack Evans · US

**US Energy Research and Development**
1978 · George Jadowski · US

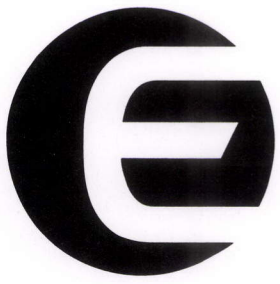


**Eliograf Artigrafiche**
Typesetting
1968 · Sergio Salaroli · IT

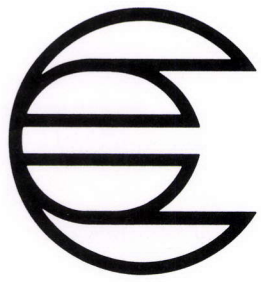
**Estonian Girl Gymnasts**
Sports team
1968 · Vello Hubel · CA



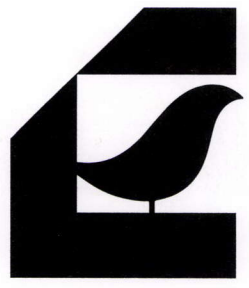
**Econ Technologies**
Digital systems integration
1975 · R. Roger Remington · US



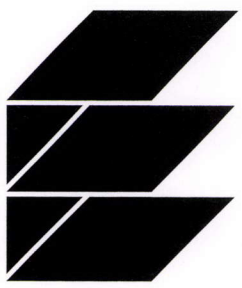
**Etinor AS**
Adhesives
1970 · Ove Engström · SE



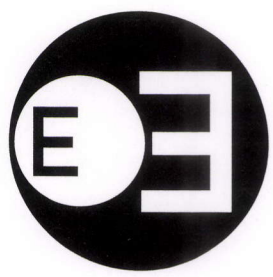
**Ensamblaje**
Assembly workshop
1969 · Gerd Leufert · VE



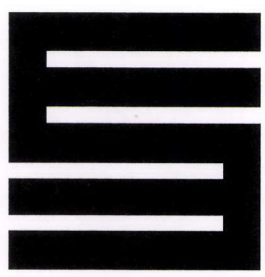
**Izerusha**
Publishing
1972 · Sumio Hasegawa · JP



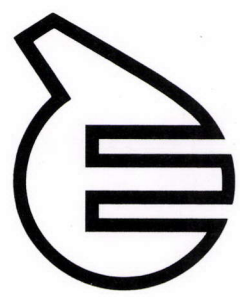
**Espacio**
Furniture
1968 · Félix Beltrán · CU/MX



**Everon**
Opticals
1960s · Magalhães,
Noronha & Pontual · BR



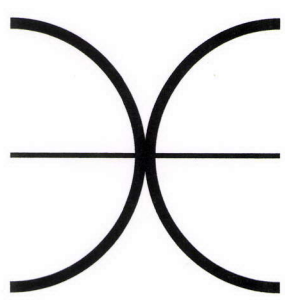
**H. B. Seilling Holzgroßhandel**
Timber
1969 · Josefine Fellmer · DE



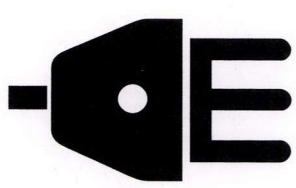
**Europharma Karlsruhe**
Pharmaceutical trade fair
1959 · Hace Frey · DE

**Encuentro de Escultores**
Artists association
1978 · Félix Beltrán · CU/MX

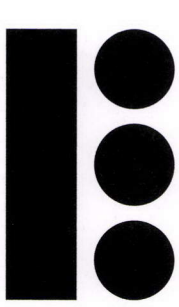
**Société d'Electro-Chimie d'Ugine**
Chemicals
1966 · Paul Gabor · FR



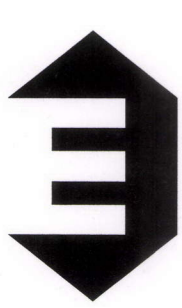
**Electa Editrice**
Publishing
1967 · Giancarlo Iliprandi · IT



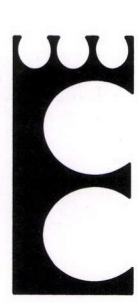
**Firma für Elektrotechnik**
Electronics
1960s · Hans Wydler · CH



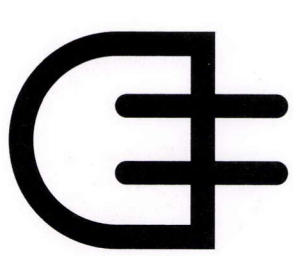
**Eastern Lithographing**
Printing
1966 · Leslie Smart · CA



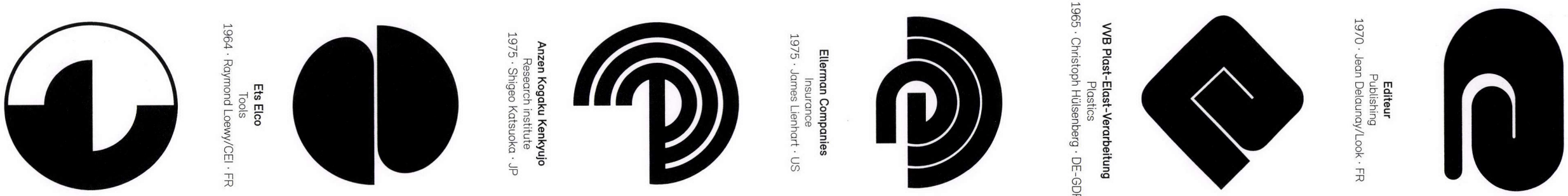
**Chimica Etra, Canavese**
Chemicals
1959 · Walter Ballmer · IT



**Hotel Le Reine Elizabeth, Montreal**
1968 · Jean Morin · CA



**Firma für Elektrotechnik**
Electronics
1960s · Hansruedi Widmer · CH



**Editeur**
Publishing
1970 · Jean Delaunay/Look · FR

**Eason's Advertising Service**
1960s · Eason's Advertising Service · IE

**VVB Plast-Elast-Verarbeitung**
Plastics
1965 · Christoph Hülsenberg · DE-GDR

**VEB Kraftfahrzeug Instandsetzung**
Automobile repair
1965 · Fritz Deutschendorf · DE-GDR

**Ellerman Companies**
Insurance
1975 · James Lienhart · US

**Estexa**
Textiles
1964 · Carlos Alberto Méndez Mosquera · AR

**Anzen Kogaku Kenkyujo**
Research institute
1975 · Shigeo Katsuoka · JP

**Edition Leipzig**
Publishing
1975 · Sonja Wunderlich · DE-GDR

**Ets Elco**
Tools
1964 · Raymond Loewy/CEI · FR

**Esrolko Gewürz Givaudan**
Spices
1970 · Hans Hurter · CH

**East River Savings Bank**
1970 · David Leigh · US

**Executronics**
Management consultancy
1969 · J. & A. Breukelman Design Associates · CA

**New Rochelle**
City identity
1976 · Thomas Starr · US

**East Cleveland**
Metalworks
1960s · A. Norman Law · US

**DIA Maschinen Export**
Machinery
1965 · Klaus Lempke · DE-GDR

**Kenya Exploration Society**
Geographical society
1972 · Walter Plata, Hemant Patel · KE

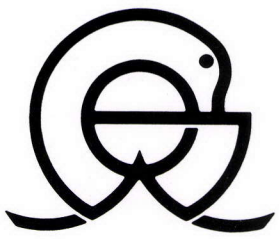
**L'Echoppe**
Gift shop
1965 · Albert Hollenstein/ Hollenstein Création · FR

**Eltz**
Ship windows
1965 · Alfred Mähler · DE-GDR

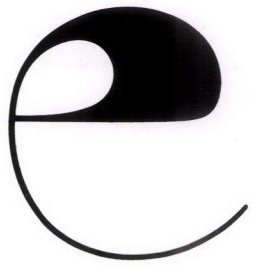
**Actually the most successful marks are quite often those that make no effort to describe accurately a product or process. Rather, by selection of the forms they attempt to evoke a certain quality that by repetition will come to mean everything originally desired.**
Alvin Lustig

**Die erfolgreichsten Markenzeichen sind häufig solche, die das Produkt oder den Prozess gar nicht genau zu beschreiben versuchen. Vielmehr beschwören sie durch ihre Form eine bestimmte Qualität, die durch Wiederholung schließlich genau das ursprünglich Beabsichtigte bedeutet.**
Alvin Lustig

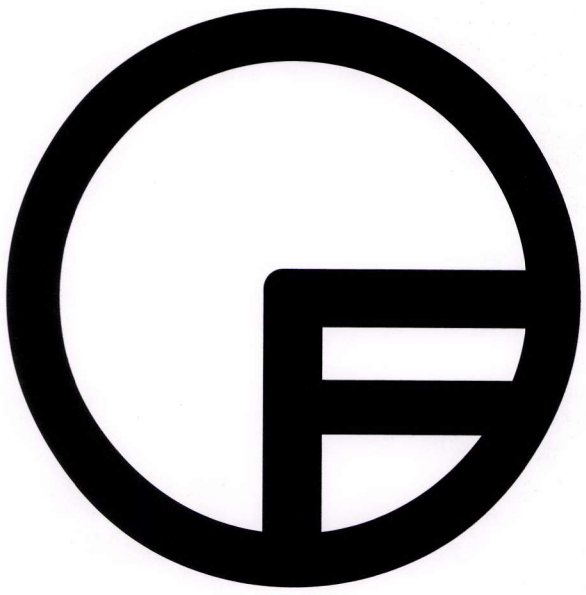
**Les marques commerciales les plus efficaces sont souvent celles qui ne cherchent pas vraiment à décrire précisément un produit ou un processus. C'est plutôt par leur forme qu'elles évoquent une certaine qualité qui, par la répétition, finit par traduire exactement l'intention initiale.**
Alvin Lustig



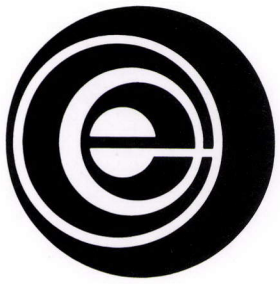
**Entenkombinat**
Foods
1965 · Horst Müller · DE-GDR



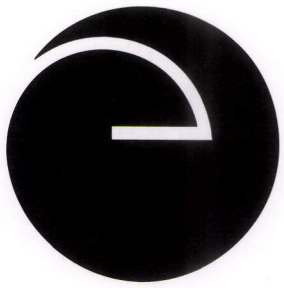
**Edition Leipzig**
Publishing
1975 · Gert Wunderlich · DE-GDR



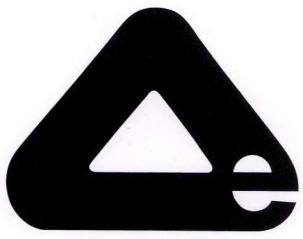
**Famos**
Textiles
1976 · R. Nava, D. Soffientini, G. Romani, A. Ubertazzi · IT



**State University of New York**
1973 · Don Nichols · US

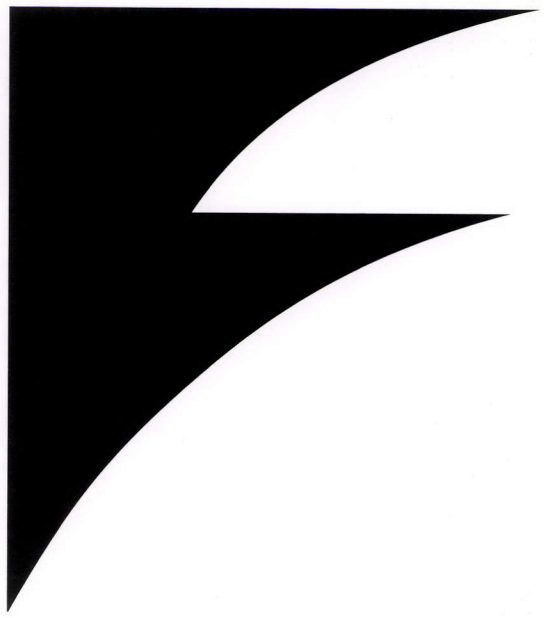


**Emhart Offsetdruckerei**
Printing
1960s · Herbert Wenn · DE

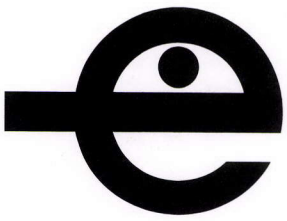


**Deltec Electronics**
1973 · Emanuele Centazzo/Sitcap · IT

**Bureau d'Etude d'Esthétique Industrielle**
Industrial design
1965 · Jacques Nathan-Garamond · FR

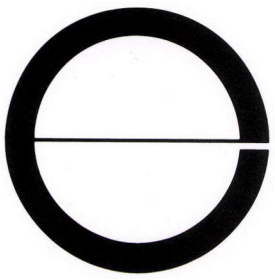


**Fuji Kyuso**
Haulier
1978 · Shinichi Takahara · JP

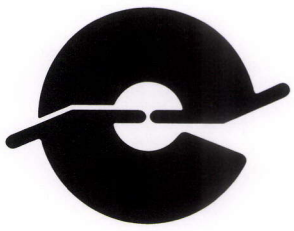


**Equipesca**
Fishing equipment
1957 · Alexandre Wollner · BR

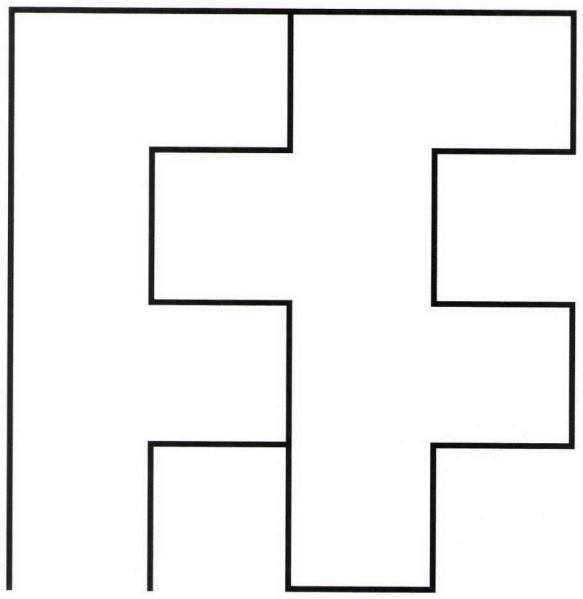
**EZ Enterprises**
1981 · Steve Sheldon · US



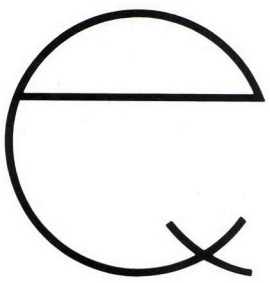
**Electrolux**
Electronics (proposed design)
1960s · Kurt Wirth · CH



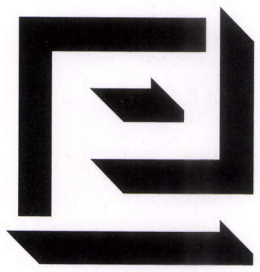
**Erfachrome**
Photographic services
1972 · Michel Rubens · BE



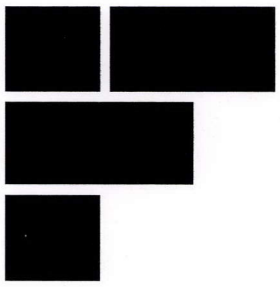
**Formation Furniture**
1965 · Fletcher, Forbes, Gill · UK



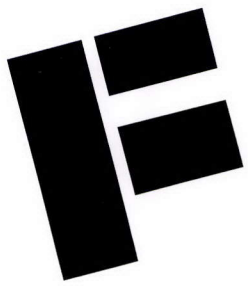
**Parfümerie Exquisit**
Perfumery
1965 · Renate Wenzel · DE-GDR



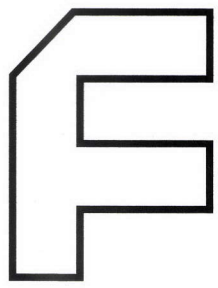
**Environmental Products**
Furniture
1972 · Harry Murphy · US



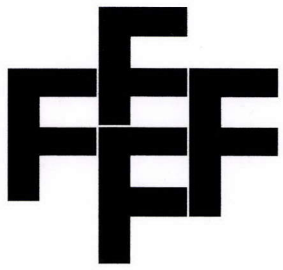
**Gebrüder Feierle**
Construction company
1982 · Othmar Motter · AT



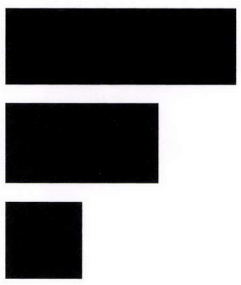
**Finlayson**
Textiles
1970s · Anonymous · FI



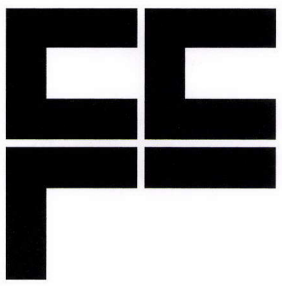
**Friesland Bank**
1973 · Wim Crouwel · NL



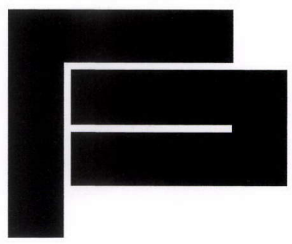
**Eidgenössisches Turnfest 1963**
Sports festival
1962 · Blaise Bron · CH



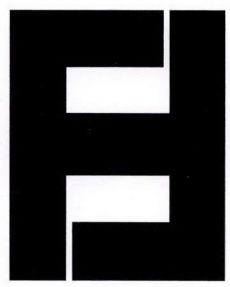
**Fidelity Group of Funds**
Investment
1979 · George Tscherny · US



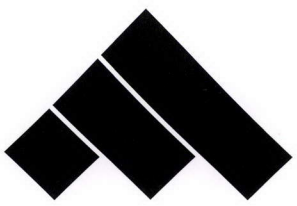
**Franco Cristaldi & Federico Fellini**
Film production
1972 · Michele Spera · IT



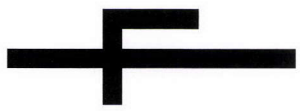
**Ernst Fischer**
Steelworks
1961 · Fridolin Müller/Erwin Halpern · CH



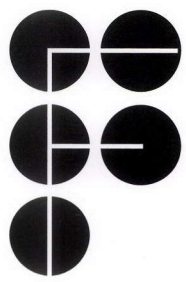
**Fjellberg Grafisk**
Design
1967 · Erik & Klaus Fjellberg · NO



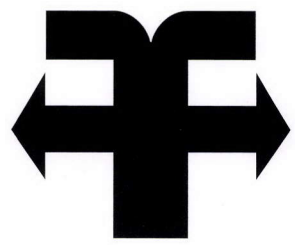
**Fujiwara Hisato**
Gardening equipment
1971 · João Carlos Cauduro,
Ludovico Antonio Martino · MX/JP



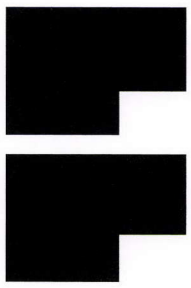
**Finaldi**
Electronics
1965 · A. G. Fronzoni · IT



**Fukuoka Kagaku Kogyo**
Chemicals
1970 · Uehara Masashi/
Nippon Design Center · JP

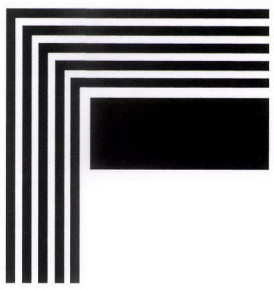


**Finnish Export Furniture**
1950s · Kosti A. Antikainen · FI

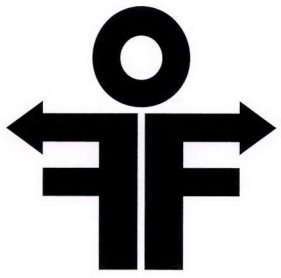


**Donald Forrest**
Architecture
1969 · David J. Plumb · UK

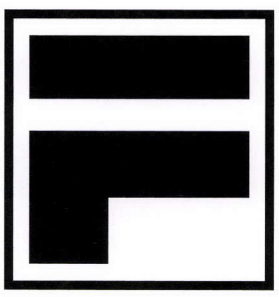
**Chemische Fabrik**
Chemicals
1946 · Walter Breker · DE



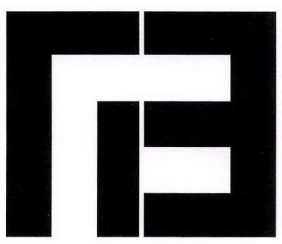
**Frölunda Torg**
Shopping center
1965 · Olle Eksell · SE



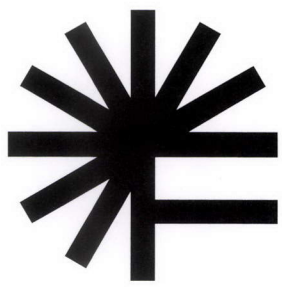
**Spedition Fritz**
Transportation
1960s · Hanns Lohrer · DE



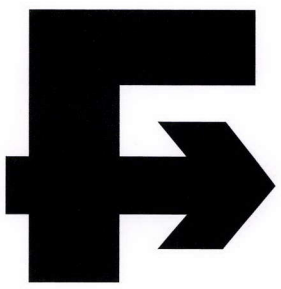
**Ferrero**
Foods (proposed design)
1975 · Aldo Novarese · IT



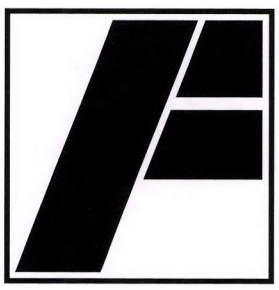
**Galway Foundry & Engineering**
Metalworking
1960s · Brandon Matthews · IE



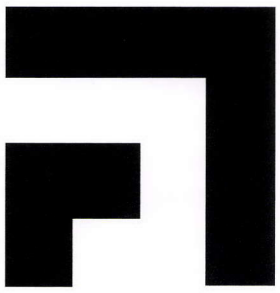
**Fravemøllen**
Paint
1969 · Claus Rostrup · DK



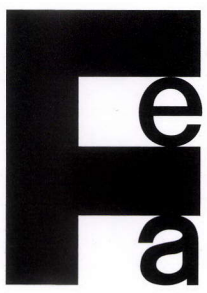
**FIDIMI**
Investment
1970 · Sergio Salaroli · IT



**N. V. Fokkens-Arnhem**
Engineering
1969 · Frits W. van Ooststroom · NL

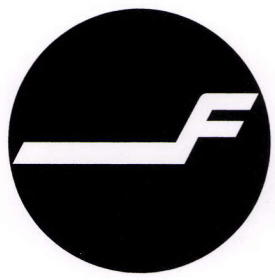


**Atrium**
Construction company
1960s · Oanh Pham Phu · DE

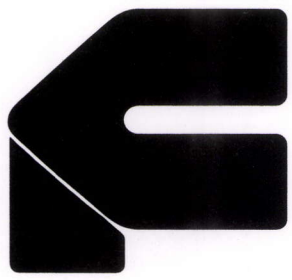



**Fédération Internationale pour l'Education Artistique, Basel**
Art schools association
1958 · Emil Ruder · CH

**Fabrimetal**
Metalworks
1966 · Jacques Richez · BE



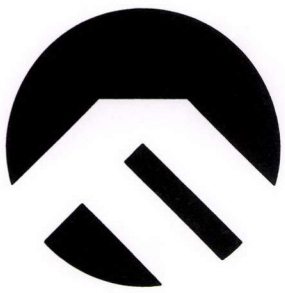
**Oy Aero Finnair**
Airline
1966 · Kyösti Varis · FI



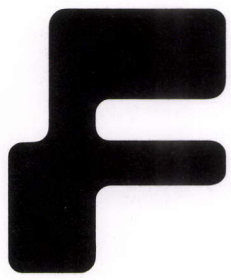
**C. Fullá**
Mechanic
1965 · Tomás Vellvé · ES

**Frick Ingénieur**
Heating technology
1950s · Otto Krämer · CH

**Goppion Caffè**
Restaurant
1970 · Umberto Facchini · IT



**Fuji Seiko**
Precision technology
1981 · Makoto Yoshida · JP

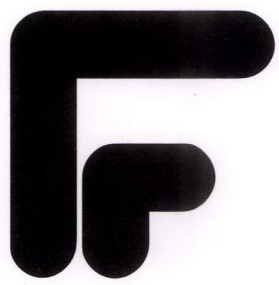


**Funktio**
Furniture
1968 · Eero Syvänoja/
Markkinointi Viherjuuri · FI

**Frankfort Fuels**
1964 · Carl Brett/
Hiller Rinaldo Associates · CA

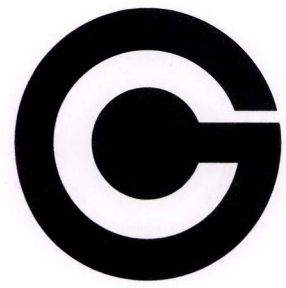
**Giorgi**
Advertising
1965 · Giorgi · FR

**Frontier Airlines**
1977 · Saul Bass & Associates · US



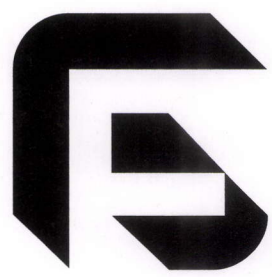
**Federal Cei**
Machinery
1976 · Carlo Malerba · IT

**Ferrafalti**
Road construction
1973 · Emanuele Centazzo/Sitcap · IT



**Einkaufszentrum Glatt**
Shopping center
1964 · Moritz S. Jaggi · CH

**Finlevy**
Record label
1966 · Jukka Pellinen · FI

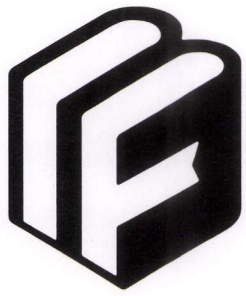


**Fuji Landscape**
Landscape architecture
1983 · Hiro Terao · JP

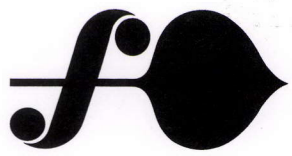
**Falken Verlag**
Publishing
1973 · Peter Schultze/
Schultze und Zimmermann · DE

**Getex Consult**
Engineering
1969 · Werner Hartz · DE/CH

**Schweizer Filmarchiv**
Film archive
1950 · Hermann Eidenbenz · CH

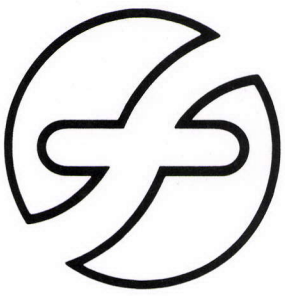


**Nippon Family Book**
Bookstore
1978 · Koichi Mizuno · JP



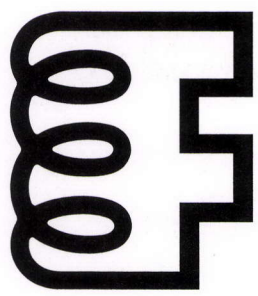
**Furuya Seika**
Toys
1966 · Kenji Ito · JP

**Graphic Center**
Printing
1968 · Robert Geisser · CH



**Futatsuka Jidosha**
Automobile repair
1982 · Atsutaka Chono,
Hideshi Takahashi · JP

**Fábrica de Plástico**
Plastics
1965 · Félix Beltrán · CU/MX



**Franke-Wärmegeräte**
Heating technology
1965 · Herbert Prüget · DE-GDR

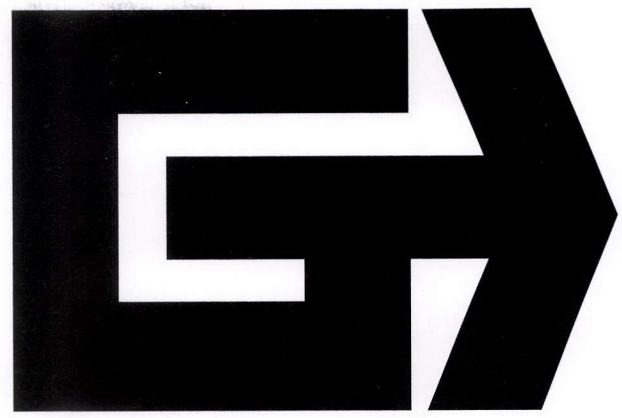
**Stadt Gelsenkirchen**
City identity
1970s · Eberhard Hippler · DE

**Radio Glasgow**
Broadcasting
1973 · Ralph Semmence, David Stanfield/
Daily Mirror Design Group · UK

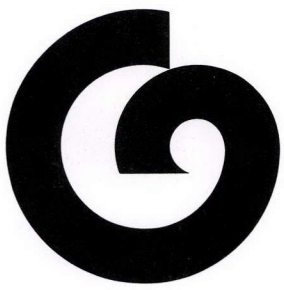
**Giardini**
Synthetic materials
1973 · G. & R. Associati · IT

**H. Gertsch & Co.**
Cleaning machines
1965 · Hans R. Woodtli · CH

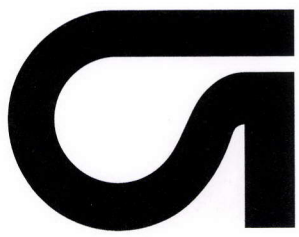
**Global Marine Products**
1981 · Rick Cartledge · CA



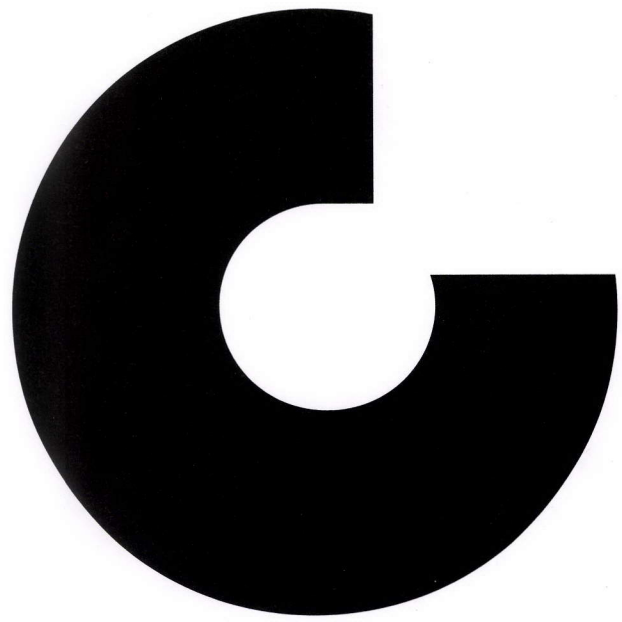
**George Gärtner**
Advertising
1971 · G.W. Hörnig · DE



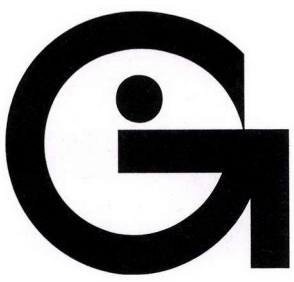
**A. & M. Giuliani**
Chemicals
1971 · Ilio Negri · IT



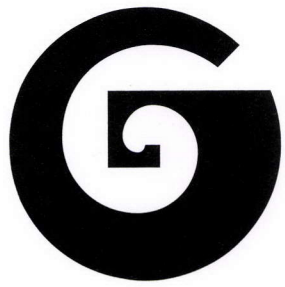
**J.R. Geigy**
Pharmaceuticals (proposed design)
1960s · Toshihiro Katayama · JP



**Girad**
Bank
1960s · Emil O. Biemann · US



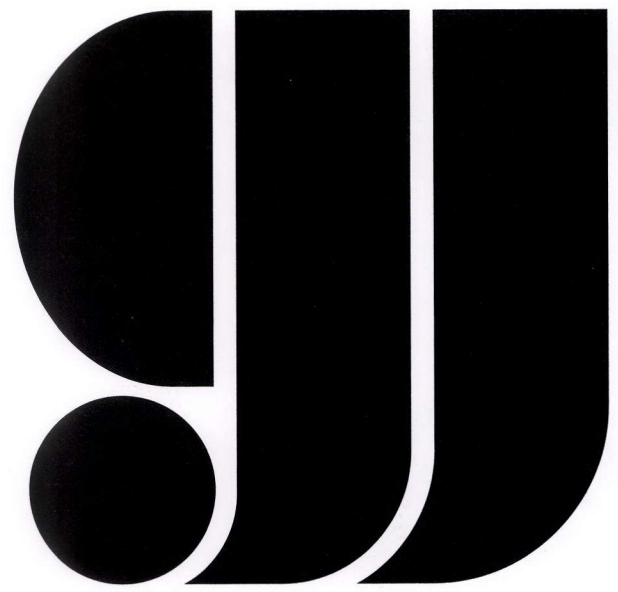
**Rex Granby Studios**
Artist's agent
1968 · Tony Forster · UK



**Société Générale de Banque**
Bank
1966 · Jacques Richez · BE

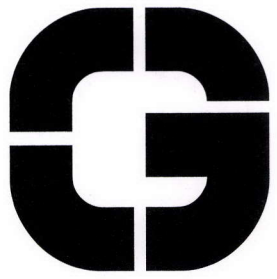
**Gilligan Election Campaign**
1970 · Stan Brod · US

**Nederlandse Gasunie**
Energy supplier
1965 · Otto Treumann · NL



**Georg Jensen Sølvsmedie**
Product design
1969 · Morten Peetz-Schou, Ulla Heegaard · DK

**Grúas Guanipa**
Leasing services
1979 · Reynaldo Da Costa · US



**Girec**
Engineering
1964 · Luc Van Malderen · BE

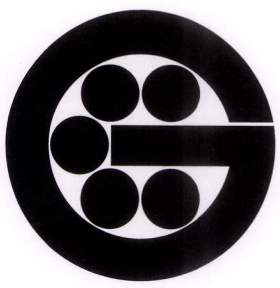
**Giro 4**
Measuring instruments
1971 · Reynaldo Da Costa · VE

**Printing Services**
1960s · Félix Beltrán · CU

**Grobermann**
Carpets
1978 · Colin Knaud/
Pacific Rim Design & Direction · CA

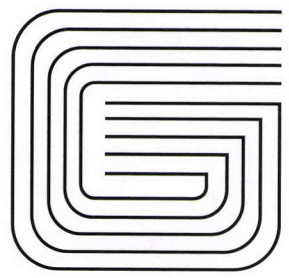
**Orient-Occident**
Textiles
1963 · Jukka Pellinen · FI

**22nd International Geographical Congress, Ottawa**
1969 · Fritz Gottschalk, Ian Valentine/
Gottschalk+Ash · CA

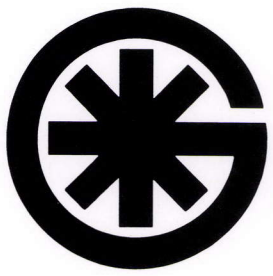


**General Telephone and Electronics**
1960s · Emil O. Biemann · US

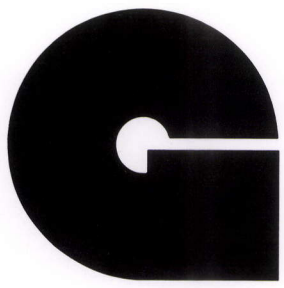
**Grath**
Property management
1983 · Manfred Korten · DE



**Five G Marketing**
Advertising
1966 · John B. Castle/
Castle, Chappell and Partners · UK



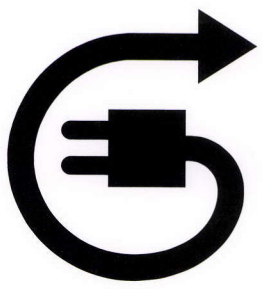
**Kingston Gifts**
Promotional gifts
1968 · Eurographics · UK



**Ghia**
Automobiles
1960s · Giovanni Brunazzi · IT

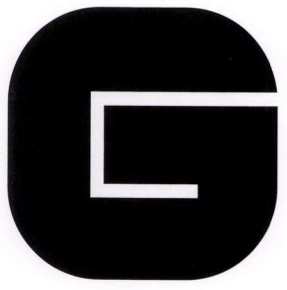
**Gordon Grant**
1979 · Terry Lesniewicz, Al Navarre · US

**Matsushita Electric Works**
1981 · Nobuyuki Hagiwara,
Fumio Koyoda · JP

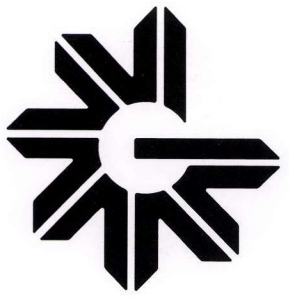


**Imatran Voima**
Electronics
1968 · Olof Eriksson · FI

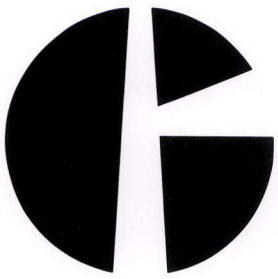
**Golden Guernsey Dairy**
1975 · Ken Eichenbaum,
Doris Stein · US



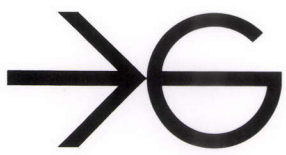
**Gary National Bank**
1970s · James Lienhart · US



**J. R. Geigy**
Pharmaceuticals
1956 · Jörg Hamburger · CH

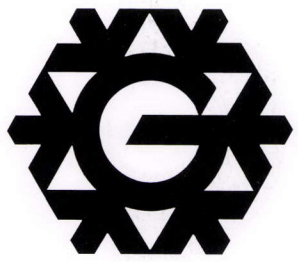


**Bernhard Gieseke**
Road construction
1963 · Josefine Fellmer · DE

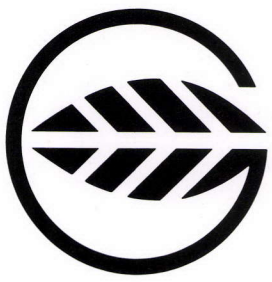


**Glyvenol**
Chemicals
1968 · A. G. Fronzoni · IT

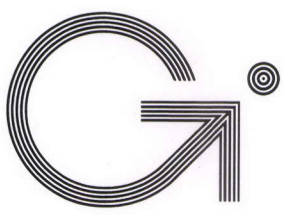
**Laboratoires Goupil**
Pharmaceuticals
1966 · Lonsdale Design · FR



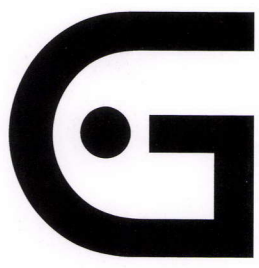
**Verkehrsverein Grindelwald**
Tourism
1969 · Hans Hartmann · CH



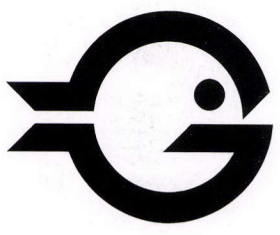
**Ed. Gerlach**
Chemicals
1963 · Ulrich Maass · DE



**The National Giro Post Office**
1969 · Henrion Design Associates · UK

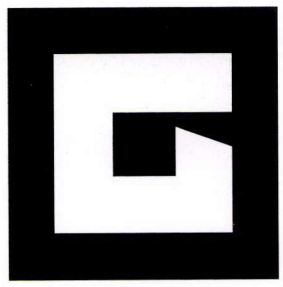


**Gilcodan**
Textiles
1970 · Adam Moltke · DK

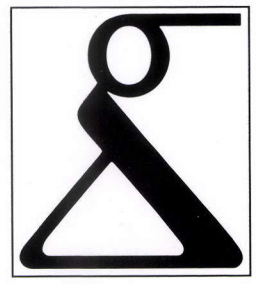


**Siedlung Gäbelbach, Bern**
Shopping center
1970 · Hans Hartmann · CH

**Green Chemical**
Plastic bags
1974 · Katsumi Nagata, Yasaburo Kuwayama, Ikuo Masubuchi · JP



**Hans-Joachim Gericke**
Architecture
1966 · Klaus Grözinger, Peter Riefenstahl · DE



**Giuliani**
Pharmacy
1965 · Ribas & Creus · ES

**Graphic Designers Association**
1979 · Kazuo Kishimoto · JP

**Grantham Rainwear**
1960s · Julian Swift/Dolphin Design Associates · UK

**Gerdau Grupo Siderúrgico**
Steelworks
1977 · PVDI · BR

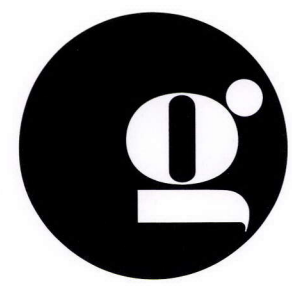
**Stanley A. Grant**
Embroidery
1966 · E. J. Morrison/ Stewart & Morrison · CA

**Taeppefabrik**
Carpets
1960s · Anonymous · DK

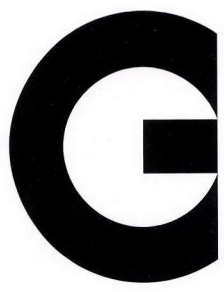
**Gipron**
Skates and skiing equipment
1971 · Studio GSZ · IT

**VEB Gölzaplast**
Plastics
1965 · Gerhard Voigt · DE-GDR

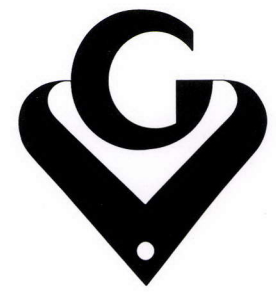
**McGee Fuels**
1969 · Frank Lieberman · US



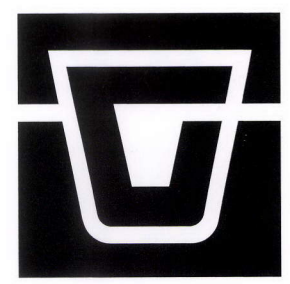
**Goertz Mantelhaus**
Textiles
1967 · Hans Ulrich Allemann/ Erwin Halpern Werbeagentur · DE



**Gerber Werbeagentur**
Advertising
1950s · Marcel Wyss · CH

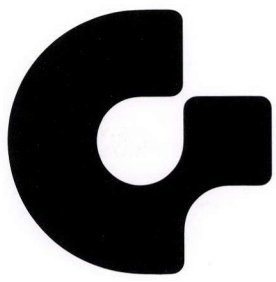


**George Vries**
Musical instruments
1957 · Franz Hermann Wills · DE

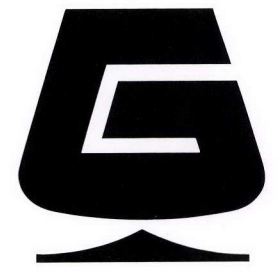


**VEB Gießereianlagen**
Foundry
1965 · Manfred Kloppert · DE-GDR

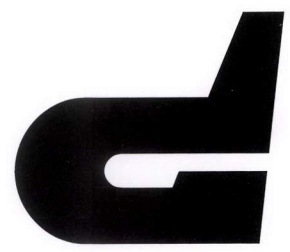
**Mechanic**
1980 · Walter Hergenröther · IT



**Centre de Création Industrielle**
Industrial design association
1969 · Jean Widmer · FR

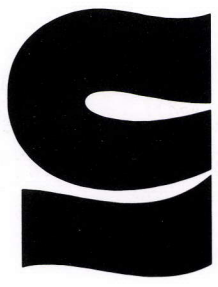


**Gaston-Cognac Edeka Großkellerei**
Wines
1960s · Ingo & Christine Friel · DE

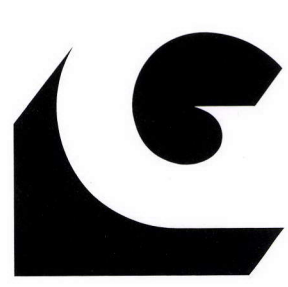


**Canada Golf Shokai**
Sporting goods
1960s · Kenji Ito · JP

**Goto Kogei**
Industrial design
1966 · Nakajo Masayoshi · JP



**Grafispania**
Design exhibition
1966 · Tomás Vellvé · ES

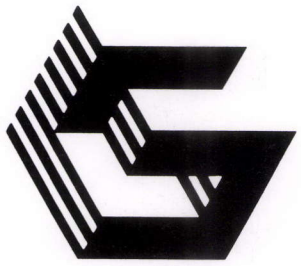


**The Guinness Record Group**
Publishing
1979 · Silvio Gayton · US

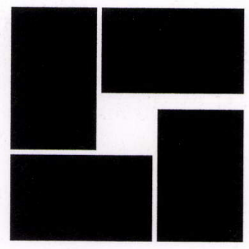
**Genthiner Brauhaus**
Brewing
1965 · Peter Hamann · DE-GDR

**Goldkreis Verkaufsorganisation**
Import-export
1950s · Karl-Heinz Jagals · DE

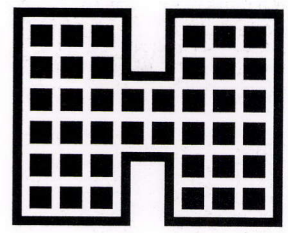
**Hermann Geiling**
Advertising
1950s · Geiling Werbegesellschaft · DE



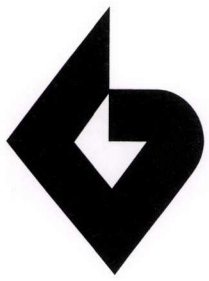
**Gretag**
Electronics
1982 · Peter Christensen,
Marc Burckhalter · CH



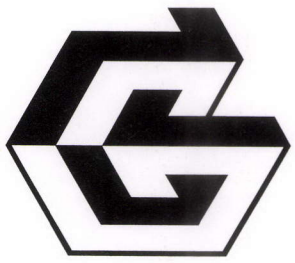
**Golden Harvest**
Film production
1970 · Anonymous · HK



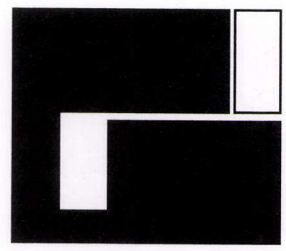
**Hobis Telephone Systems**
1983 · Don Connelly · US



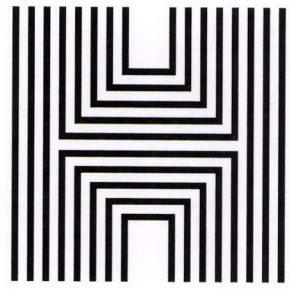
**VVG**
Design association
1960s · Anonymous · BE



**Gelco Corporation**
Transportation
1979 · Peter Seitz,
Hideki Yamamoto · US



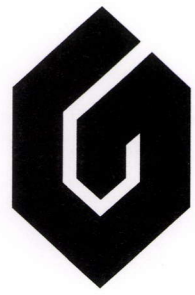
**Federico Grau**
Printing
1968 · Tomás Vellvé · ES



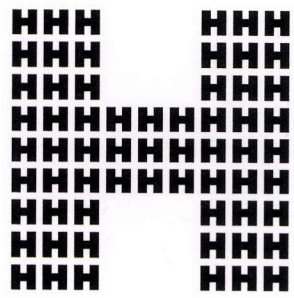
**Horsa Hotéis Reunidos**
Hotel chain
1970 · S.R. Alvim · BR

**W. Girardet Buchverlag**
Publishing
1973 · Anonymous · DE

**Gasparotto**
Footwear
1958 · Heinz Waibl · IT

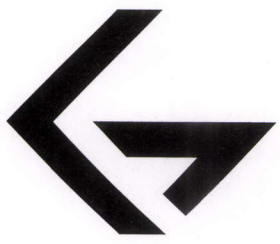


**J.R. Geigy**
Pharmaceuticals (proposed design)
1960s · Toshihiro Katayama · JP

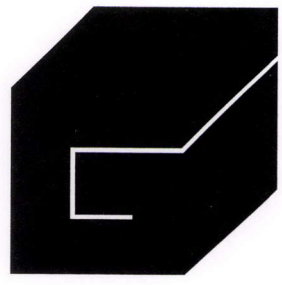


**Hotel**
1956 · Félix Beltrán · CU/MX

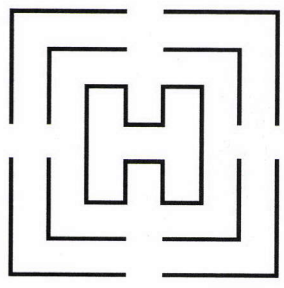
**Prince Motor Sales**
1960s · Jun Tabohashi · JP



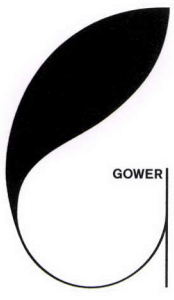
**Gamabus**
Automobile engineering
1981 · R. Nava, D. Soffientini,
A. Ubertazzi · IT



**Granite State Credit Union**
Bank
1983 · Charles M. Mosco · US

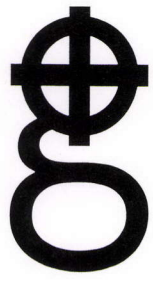


**Huvag Handel**
Import-export
1970 · Hans Hurter · CH

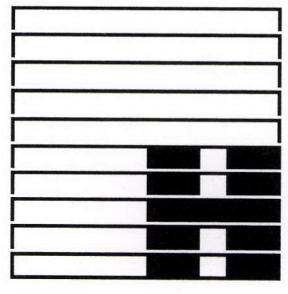



**Gower**
Cosmetics
1969 · Enzo Careccia/
Opit Pubblicità · IT

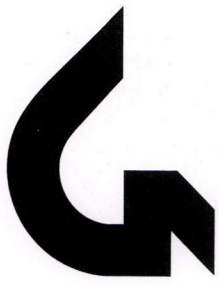
**GTO Skiing Equipment**
1975 · Yuji Kawarabayashi,
Akisato Ueda · JP



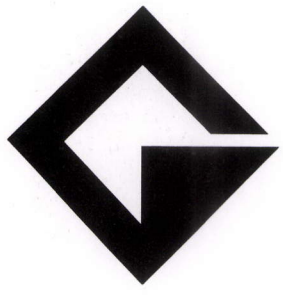
**Globe Verlag**
Publishing
1950s · Josef Autherid · AT



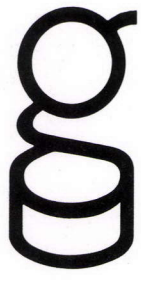
**Gesellschaft für Holzstoffbereitung**
Timber
1960s · Walter Bosshardt · CH



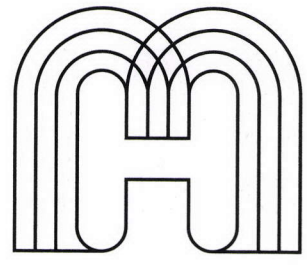
**J.R. Geigy**
Pharmaceuticals (proposed design)
1960s · Toshihiro Katayama · JP



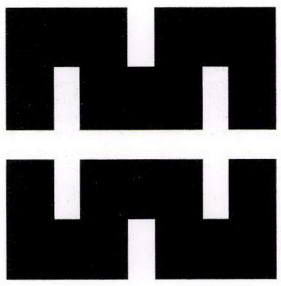
**J.R. Geigy**
Pharmaceuticals (proposed design)
1960s · Toshihiro Katayama · JP



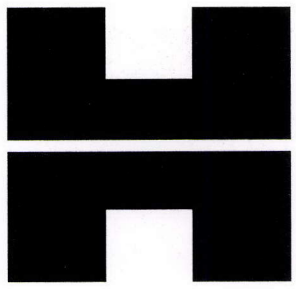
**Garciet**
Canning
1967 · Leen Averink/Mafia · FR



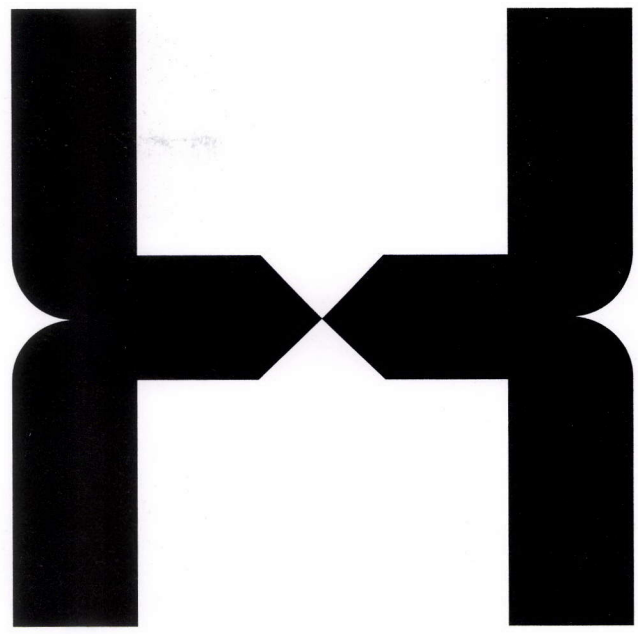
**Hotel Metropole, Geneva**
1982 · Julien van der Wal · CH



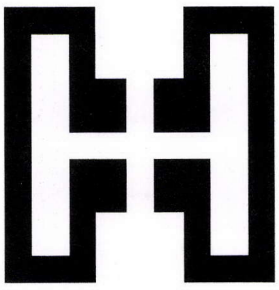
**Deutsche Stahllamelle, Hünnebeck**
Steelworks
1950s · Anonymous · DE



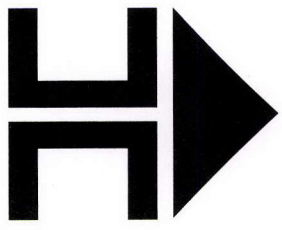
**Wilhelm Hoffmann**
Carpentry
1966 · Klaus Grözinger,
Peter Riefenstahl · DE



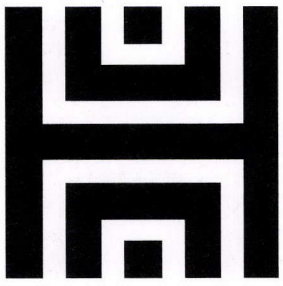
**Halifax Shopping Center**
1961 · Ernst Roch/Design Collaborative · CA



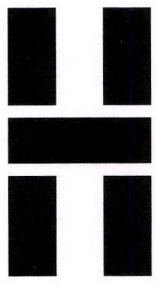
**Hackensack Medical Center**
Hospital
1982 · Robert P. Gersin,
Abner Gutierrez · US



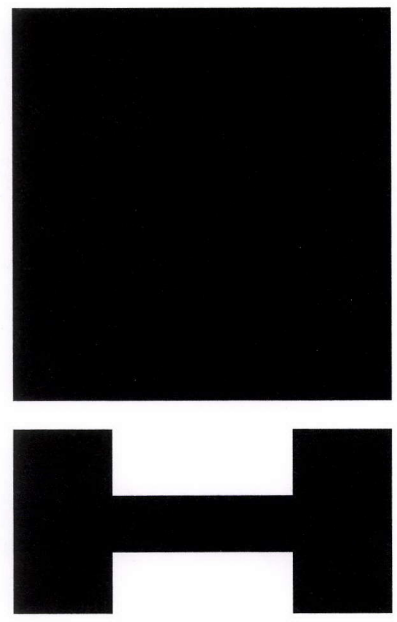
**Halifax Transit**
Haulier
1969 · Fritz Gottschalk,
Ian Valentine/Gottschalk+Ash · CA



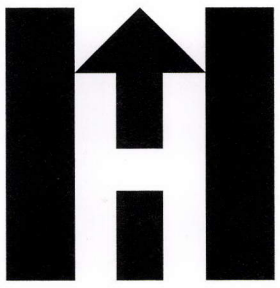
**Hershey Trust**
Investment
1969 · David L. Burke · US



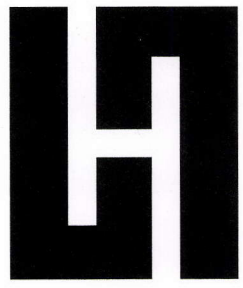
**Hechinger Company**
Home-improvement stores
1975 · Chermayeff & Geismar · US



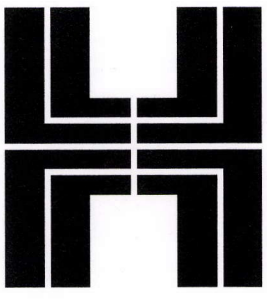
**Hunziker Transporte Rüschlikon**
Haulier
1960s · Hansruedi Scheller · CH



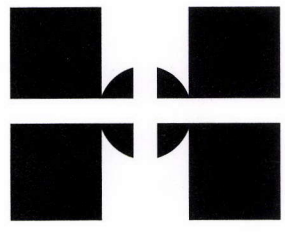
**Jalo Haapala**
Construction company
1962 · Martti A. Mykkänen · FI



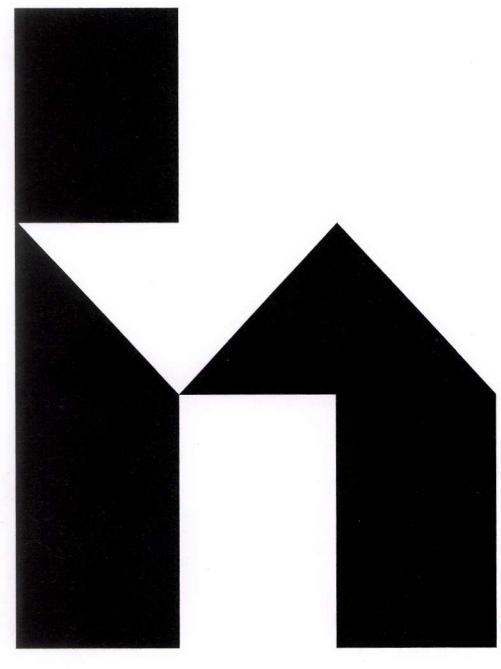
**Hotel Limmathaus**
1960s · Rudolf Bircher · CH



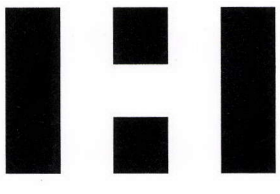
**Hong Kong Land**
Property development
1970 · Henry Steiner · US



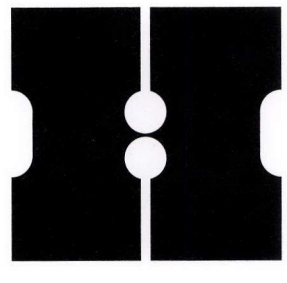
**Health Careers of Ohio**
Medical employment
1975 · Monica Brown, Stan Brod · US



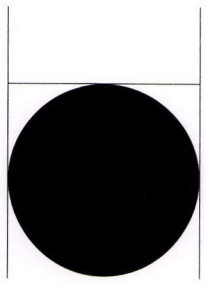
**Haslett Warehouse & Transportation**
1964 · Robert Pease · US



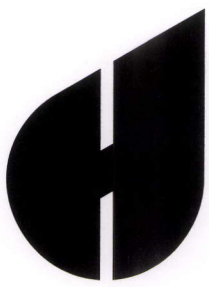
**Spanplattenwerk Fideris**
Chipboard
1955 · Peter Ruedi · CH



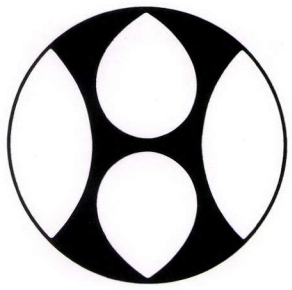
**Hojer Taeppefabrik**
Carpets
1960s · Anonymous · DK



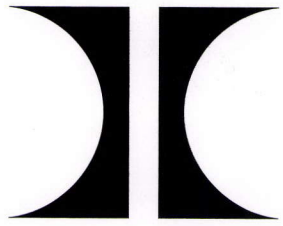
**Richard Helland**
Design
1966 · Richard Helland · US



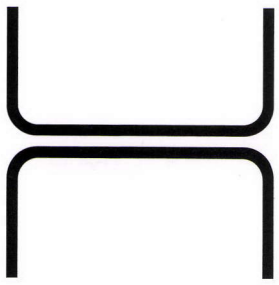
**Hudson's Bay Oil and Gas**
1967 · Chris Yaneff · CA



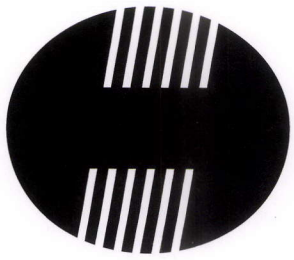
**Hinds Cosmetics**
1964 · Dominik L. Burckhardt · US



**Hilton**
Hotel chain
1964 · Anonymous · US

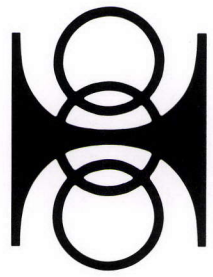


**L. Holzer & Co.**
Tables
1968 · Ken Garland · UK

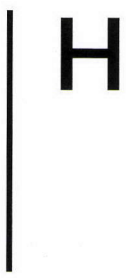


**Hiraki**
Beverages
1982 · Takao Sasaki, Yutaka Mitani · JP

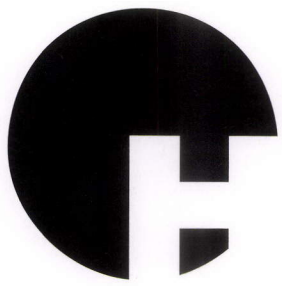
**Hoesch**
Steelworks
1960s · Heinz Schwabe · DE



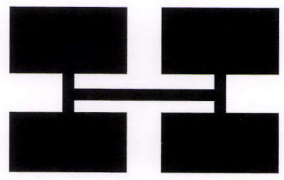
**Hart Manufacturing**
1960s · Emil O. Biemann · US



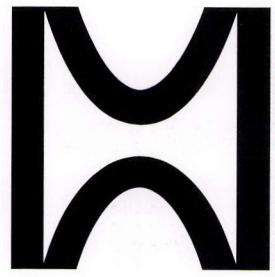
**Halpern Werbeagentur**
Advertising
1960s · Erwin Halpern · CH



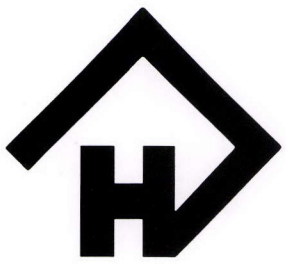
**Felix Handschin**
Ceramics
1960 · GGK · CH



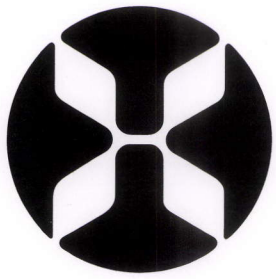
**Godfred H. Petersens Møbelvaerksteder**
Furniture
1960s · Anonymous · DK



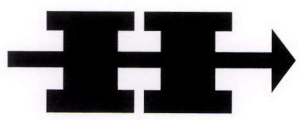
**Hipertonicks**
Electronics
1975 · Robert Hagenhofer · US



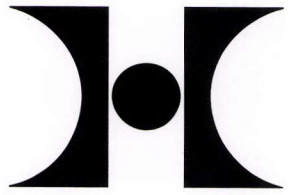
**Agroinform**
Agriculture
1976 · István Szekeres · HU



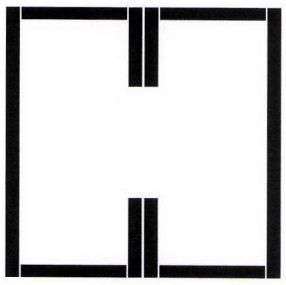
**Hawaiian Airlines**
1970 · Clarence Lee · US



**Hojer Tæppefabrik**
Carpets
1960s · Anonymous · DK

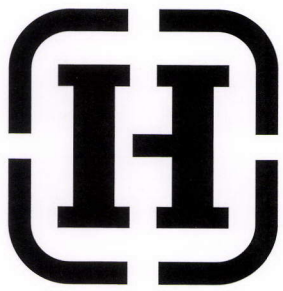


**Hotel Tateshina**
1967 · Takashi Kono · JP

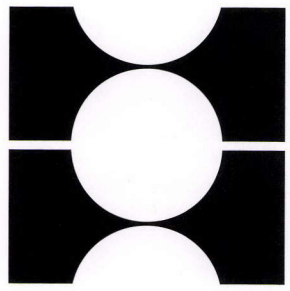


**Christian Holzäpfel**
Furniture
1960 · Karl Gerstner · CH

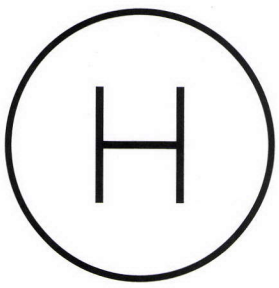
**Hotel Sogo Palace, Takayama**
1982 · Hidemichi Yamao · JP



**Bernard Harris**
Import-export
1964 · James Cross · US

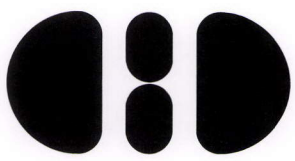


**Honkarakenne Oy**
Construction company
1970 · Seppo Polameri · FI

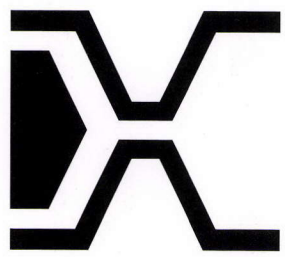


**Walter Herzog**
Advertising
1960 · Walter Herzog · CH

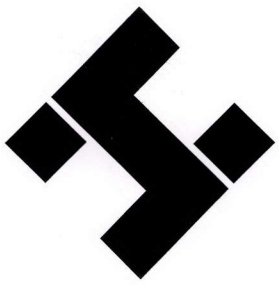
**The Hong Kong Hyatt Hotel**
1960s · Henry Steiner · HK



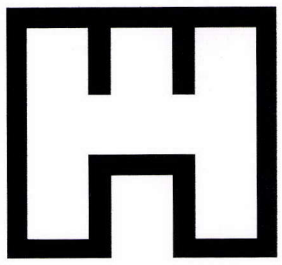
**Harbel**
Cosmetics
1972 · G. & R. Associati · IT



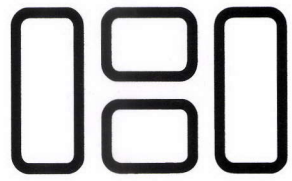
**Hayashi Industry**
1967 · Yoshio Hayashi · JP



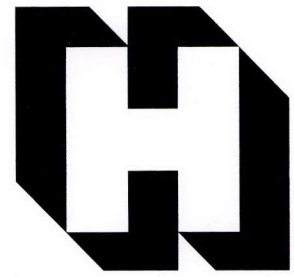
**Hans Schaub**
Printing
1962 · Hans Knöpfli · CH



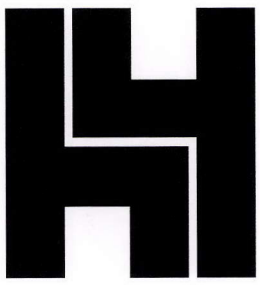
**Stadt Hamburg**
City identity (proposed design)
1960s · Uli Schierle · DE



**Hooper**
Construction company
1965 · Jerry Dahm/
Vie Design Studios · US

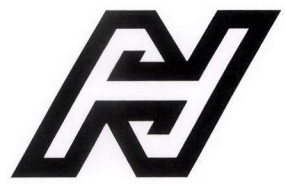


**Hirota**
Refrigerators
1976 · Koichi Watanabe · JP

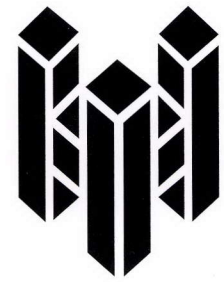


**Héliographia Arts Graphiques**
Printing
1960s · Roger-Virgile Geiser · CH

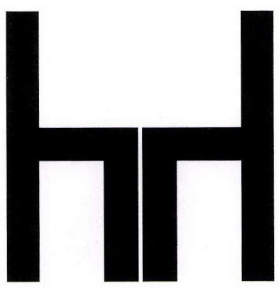
**Pequeño Teatro de Ensayo**
Theater
1970s · Emiro Lobo · VE



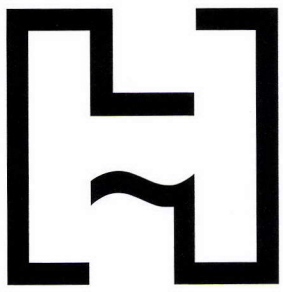
**Hessen-Nassauische Versicherungsanstalt**
Insurance
1981 · Dieter Urban · DE



**Hormicuba**
Concrete
1972 · Félix Beltrán · CU

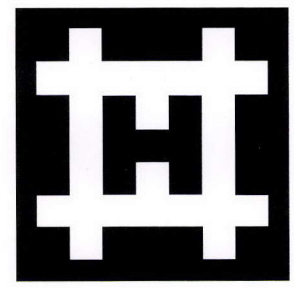


**Häberli Möbel**
Furniture
1950s · Marcel Wyss · CH

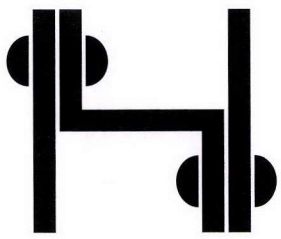


**Heidolph**
Electronics
1960s · Mendell & Oberer · DE

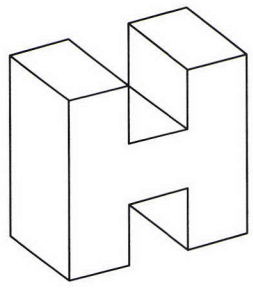
**Holzhandel**
Wood
1960s · Hansruedi Scheller · CH



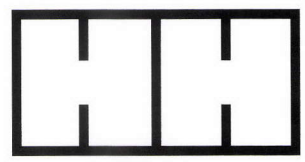
**Holzwaren**
Wood products
1950s · Kurt Sieth · DE



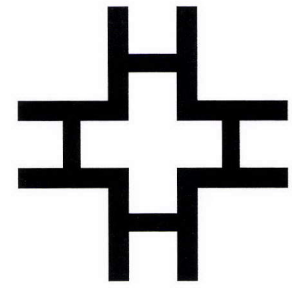
**Henderson Steel Construction**
1974 · Ernst Roch · CA



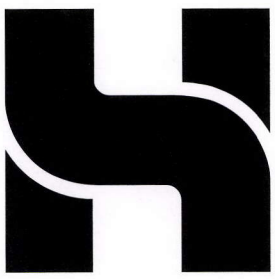
**Brian Harvey**
Architecture
1968 · Bob Gill · US/UK



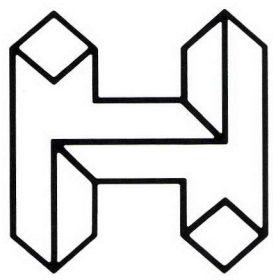
**Hans Hemmi**
Advertising
1960 · Hans Hemmi · CH



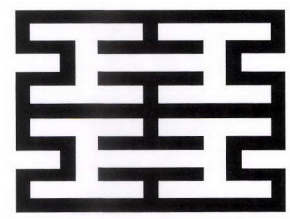
**Helanca Heberlein**
Elastic materials
1950s · Otto Krämer · CH



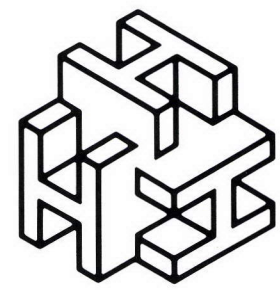
**Vesijohtoliike Huber**
Air-conditioning
1963 · Matti Ojanen · FI



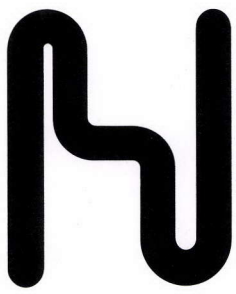
**Honda Curtain**
Interior design
1977 · Yoneo Jinbo · JP



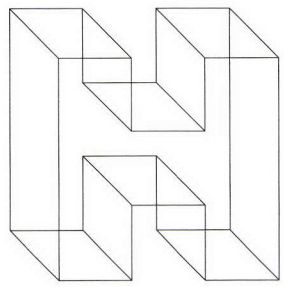
**Hong Kong Hilton**
Hotel
1960s · Henry Steiner · HK



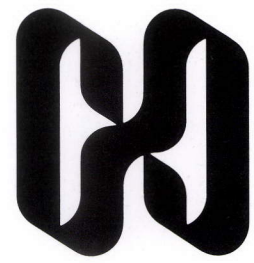
**Richard Hemingway & Partners**
Construction company
1982 · Keith Murgatroyd,
Tony Forster · UK



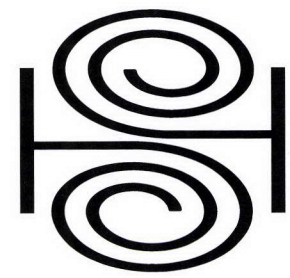
**Hindermann**
Furniture
1974 · István Morócz, Sára Ernő · HU



**Hammerplast Manchester**
Glass
1975 · Keith Murgatroyd,
Tony Forster · UK

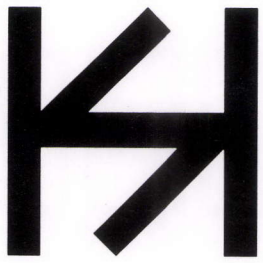


**Hokushin**
Printing
1982 · Soichi Saito · JP

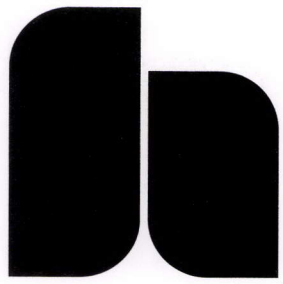


**HH Hotels**
Hotel chain
1960s · Hiroshi Ohchi · JP

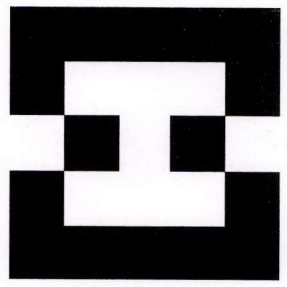
**Herbst et Cie**
Audio technology
1964 · Jacques Nathan-Garamond · FR



**Galerie 33 15, Siedlung Halen**
Art gallery
1950s · Marcel Wyss · CH

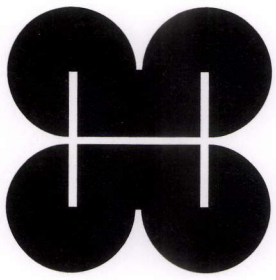


**Hadeka**
1970s · Anonymous · DE

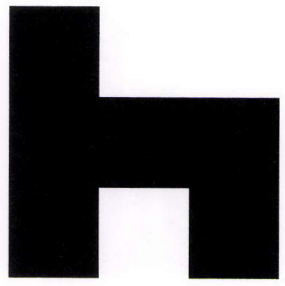


**Ianua**
Design
1977 · Guillermo Gonzáles Ruiz · AR

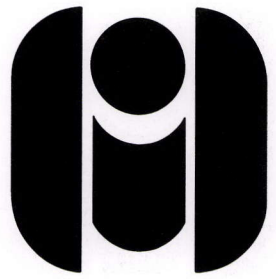
**Concertgebouw Haarlem**
Concert hall
1969 · Jaap Frank · NL



**Frankfurter Handelsbank**
Bank
1972 · Götz Neuke · DE

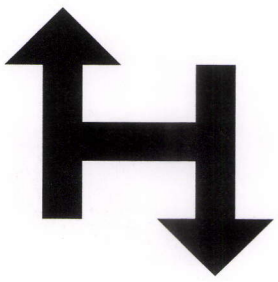


**Hans Huber Metallbau**
Metal construction
1950s · Peter Kräuchi · CH

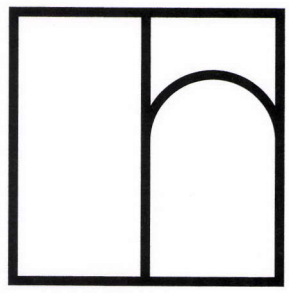


**Istanbul Carpet Center**
1981 · Selahattin Sönmez · TR

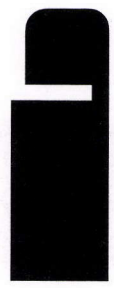
**Hire's Red Hearth**
Restaurant chain
1965 · Eiko Pech/Stewart & Morrison · CA



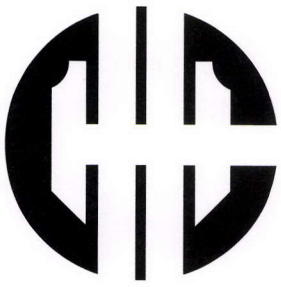
**Hess Hoch- und Tiefbau**
Construction company
1950s · Marcel Wyss · CH



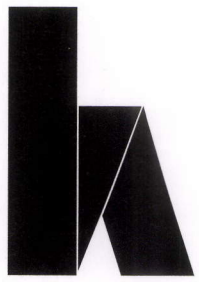
**Hörnemann Verlag**
Publishing
1980 · Rolf Bürnmann · DE



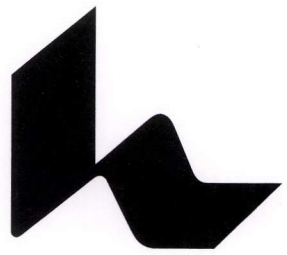
**Impol Slovenske Bistrica & Dos Ljubljana**
Metal-processing industry
1975 · Ivan Dvoršak · YU



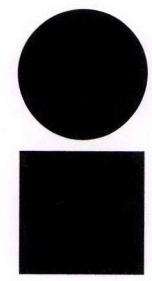
**Messwerkzeugfabrik H. Hommel**
Measuring instruments
1940s · Oskar Spitzer · AT



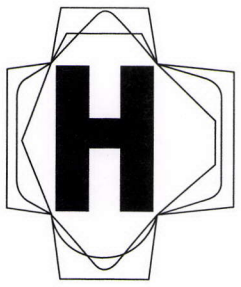
**Percy Haynes**
Paper
1963 · Fletcher, Forbes, Gill · UK



**Honma Interior**
Interior design
1983 · Yasaburo Kuwayama · JP

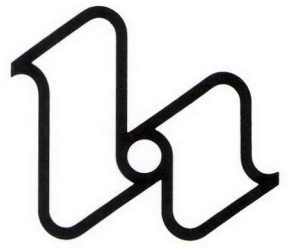


**Imagenetics**
Exhibition design
1964 · Appelbaum & Curtis · US



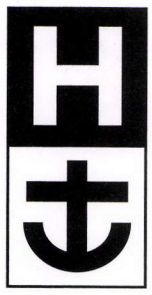
**Heco Envelope Company**
1964 · Hayward R. Blake · US

**Dr. Hegemann Werbeagentur**
Advertising
1956 · Ulrich Maass · DE

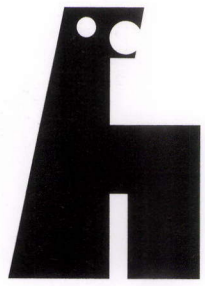


**Hart Press**
Printing
1971 · Cyril John Schlosser · US

**Imagen**
Design studio
1969 · Claude Dietrich · PE



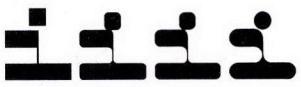
**Höganäs**
Furniture
1960s · Anonymous · SE



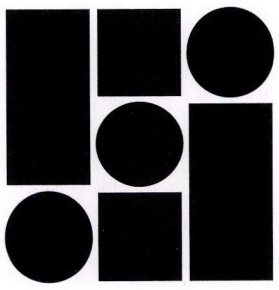
**Th. Hartwig Druckerei**
Printing
1960 · Johann Will Münch · DE

**Leonard Heicklen Studios**
Photography
1968 · Peter K. Good · US

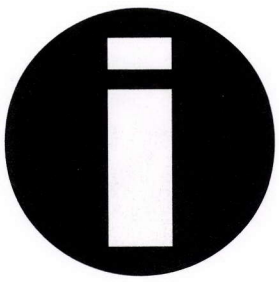
**Tokyo Illustrators Club**
1966 · Makoto Wada · JP



**I.S.V.E.T.**
Institute for economic development
1962 · Mimmo Castellano · IT

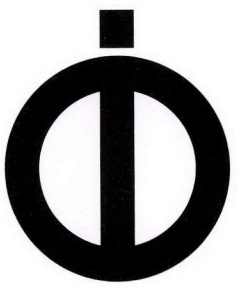


**Impuls**
Interior design
1968 · Paul Brand · NO



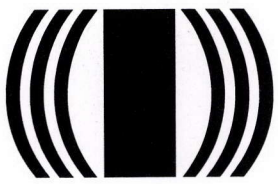
**Karkula Iittala**
Tableware and kitchen items
1960s · Timo Sarpaneva · FI

**Galvanite**
Electroplating
1960s · Herbert Auchli · CH



**Institut für Industrielle Isoliertechnik**
Piping and insulation
1965 · Werner Rudolph · DE-GDR

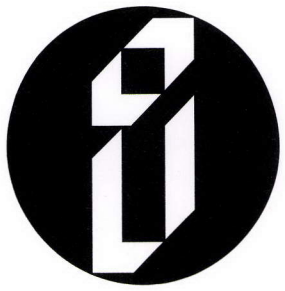
**Inducal**
Heating technology
1965 · Herbert Prüget · DE-GDR



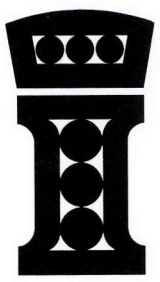
**Infrarot-Anlagen**
Infra-red technology
1965 · Herbert Prüget · DE-GDR

**Interchim**
Industrial organization
1965 · Gerhard Voigt · DE-GDR

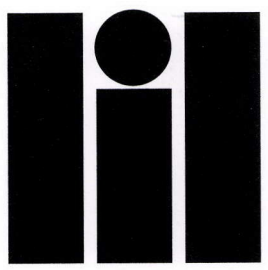
**Indumar**
Furniture
1972 · Ricardo Blanco · AR



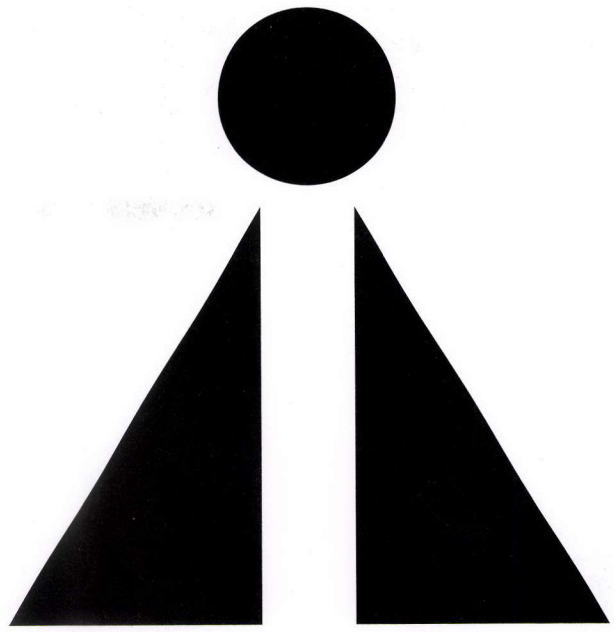
**Iwatani Sangyo**
Propane products
1970 · Ikko Tanaka · JP



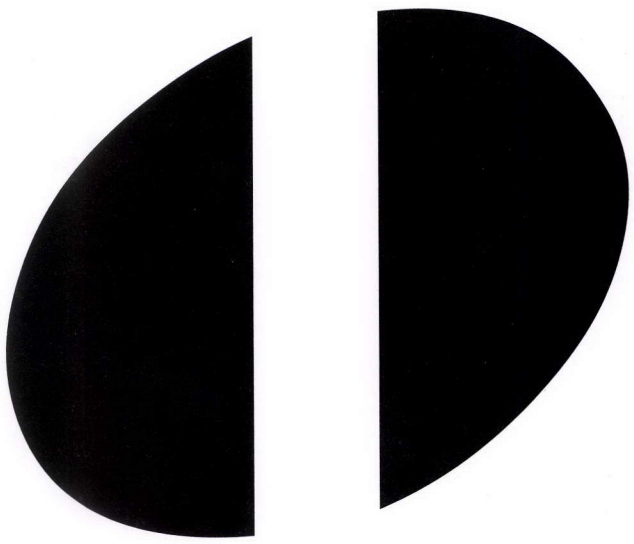
**Illva**
Distillery
1963 · Walter Del Frate · IT



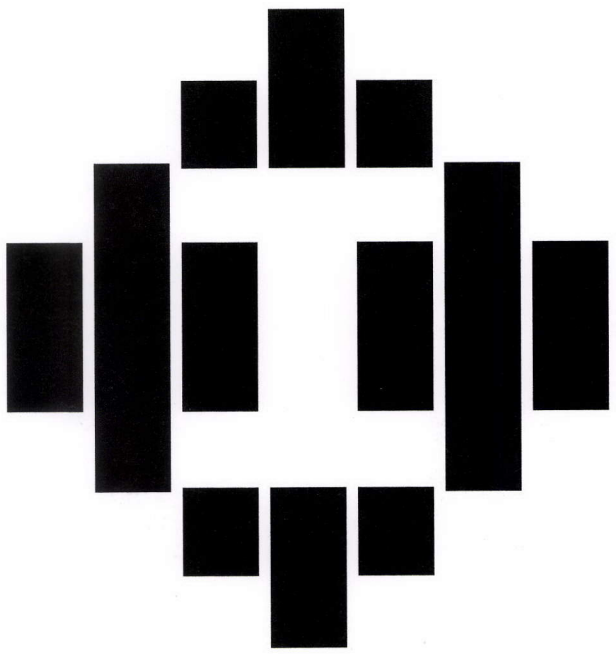
**Hotel International, Košice**
1968 · František Bobáň · CZ



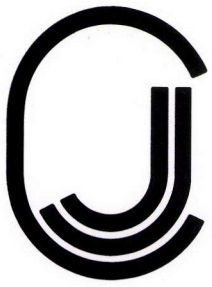
**Kempinform**
Campsite
1983 · István Szekeres · HU



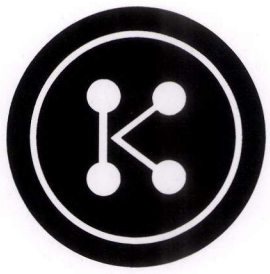
**Ishigami Nikko**
Gems
1982 · Harukata Yano, Hiro Terao · JP



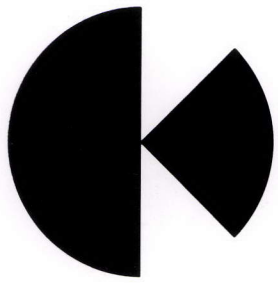
**Intersport**
Sporting goods
1962 · David J. Goodman/Porter & Goodman Design · US



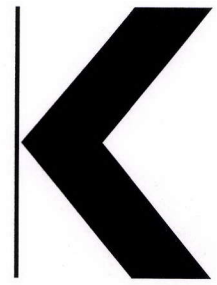
**Jagdish J. Chavda**
Design
1975 · Jagdish J. Chavda · US



**Georg Keck & Cie**
Textiles
1960s · René Schmid, Bruno Kümin · CH

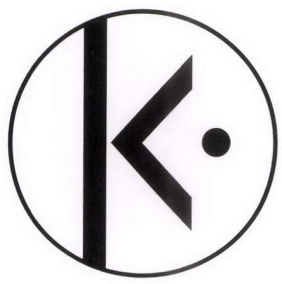


**Agence Ker**
Advertising
1970 · Claude-Marc Perrot,
Jean-Claude Müller · US

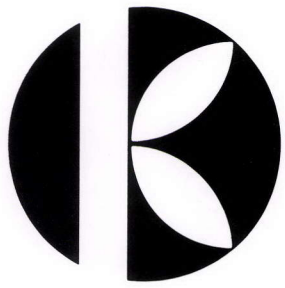


**Jules Kielholz**
Textiles
1940s · Gottfried Honegger · CH

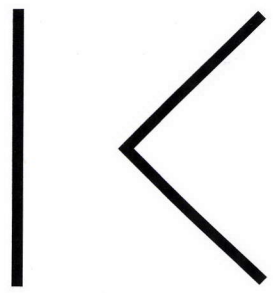
**Apparatebau Jentsch**
Machinery
1950s · Sepp Huber · DE



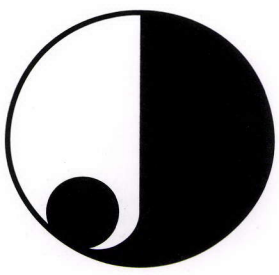
**Knaur Buchverlag**
Publishing
1951 · Anonymous · DE



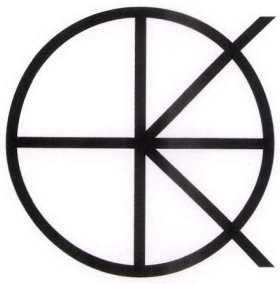
**OK Foods**
1982 · Akira Hirata,
Koji Mori · JP



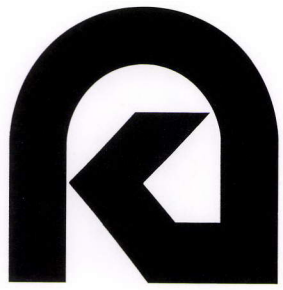
**Rolf Koller**
Advertising
1967 · Michael Freisager · CH



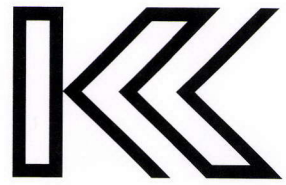
**Jugenddienst Verlag**
Publishing
1969 · Peter-Torsten Schulz · DE



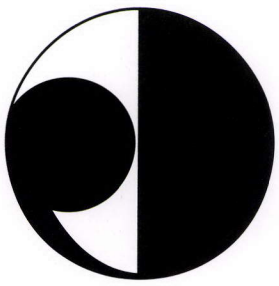
**Keskus**
Finnish sauna
1970 · Gorm Larsen/Lund & Lommer · FI



**Kopp Bauunternehmung**
Construction company
1960s · Hansruedi Scheller · CH

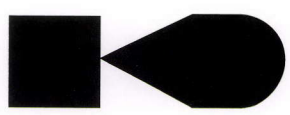


**Képzőmüvészeti Kiadó**
Publishing
1980 · László Puskás, Sára Ernő · HU

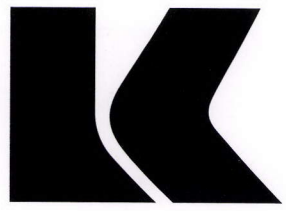


**Družstvo Javorina**
Grocery
1967 · František Bobáň · CZ

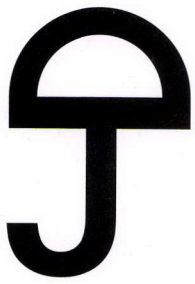
**Mineralölwerk Klaffenbach**
Fuel oil
1965 · Norbert Wientzowski · DE-GDR



**Kuhn & Drake**
Architecture
1961 · James S. Ward, Arnold Saks · US

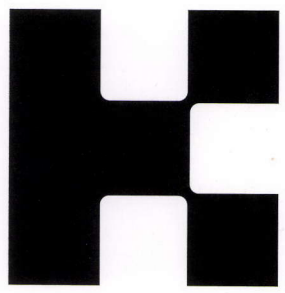


**Lauritz Kloster**
Shipping services
1965 · Knut Yran · NO

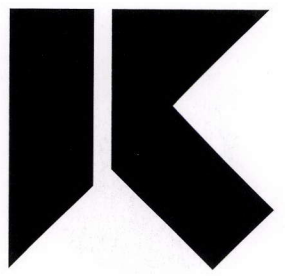


**Jochan Regenschirme**
Umbrellas
1982 · Hans-Peter Frantz · DE

**Konsum Genossenschaft**
Consumer cooperative
1965 · Herbert Prüget · DE-GDR

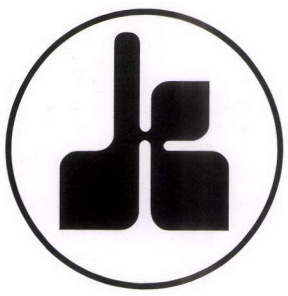


**Kanbun**
Tools
1978 · Nagato Kawamoto · JP

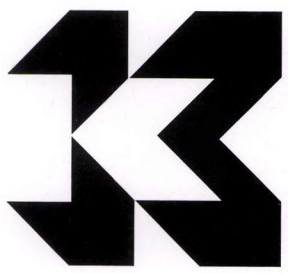


**Kicken Investments**
1979 · Herbert Wenn · DE

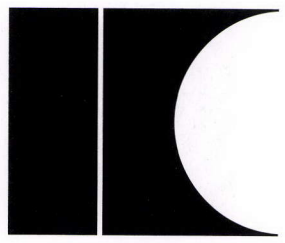
**Bombay Tools Supplying Agency**
1979 · Ajit S. Chavan, Raju D. Bind · IN



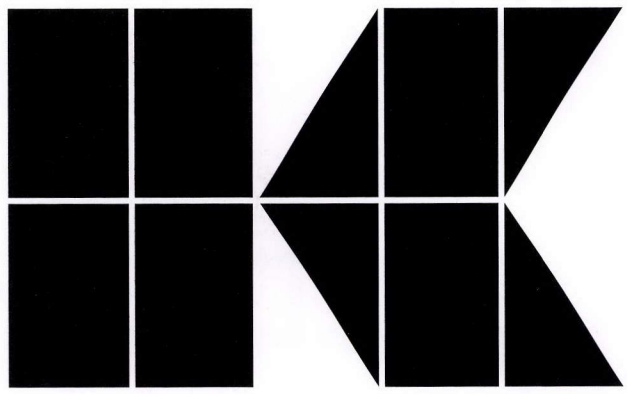
**I.F.E.**
Cosmetics
1971 · Mirella Romeo/Studio Idea II · IT



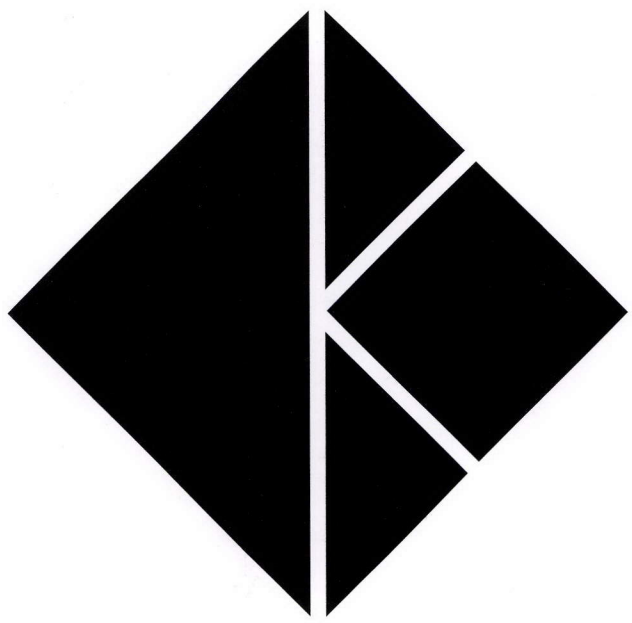
**Krestmark Aluminum**
1975 · Jack Evans · US



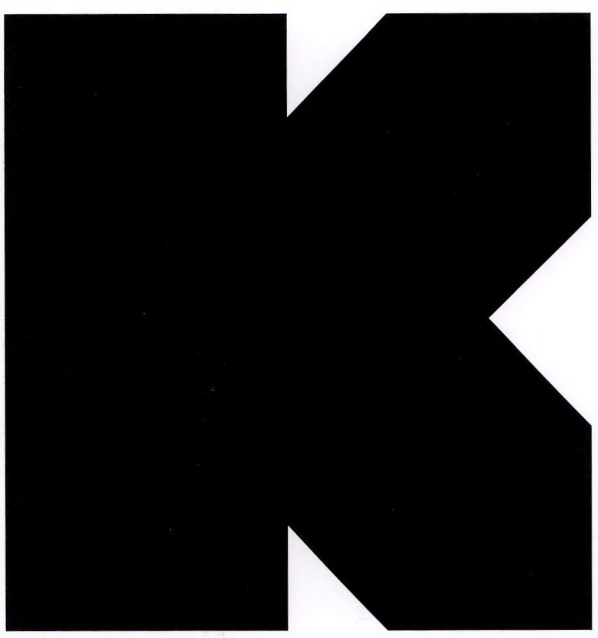
**Kreuz Verlag**
Publishing
1978 · Hans Hug · DE



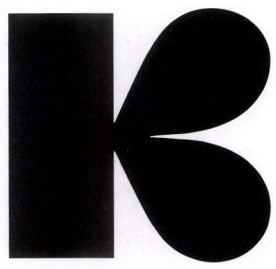
**Kartografický**
Cartography
1968 · Zdeněk Ziegler · CZ



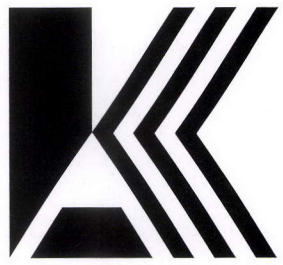
**Keller & Co.**
Printing
1967 · Anonymous · CH



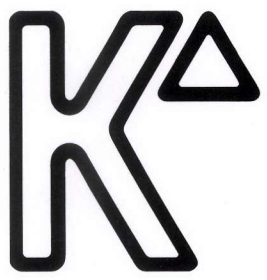
**Kälin & Co.**
Carpentry
1969 · Ruedi Peter · CH



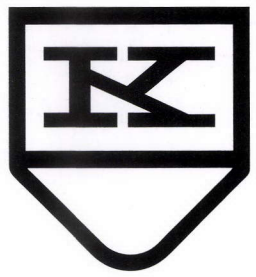
**Kohner Toy Company**
1971 · Vance Jonson · US



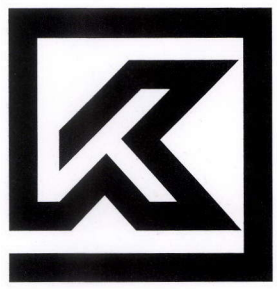
**Atelier Küchler**
Design
1972 · Siegfried W. Küchler · DE



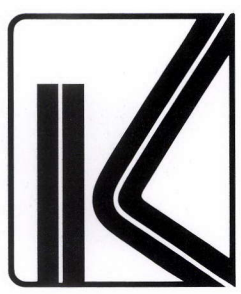
**Kismet**
Gas station fittings
1968 · Crosby, Fletcher, Forbes · UK



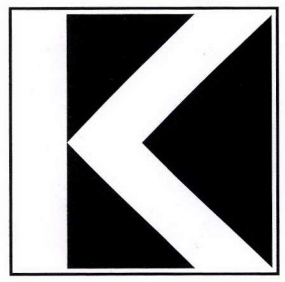
**Karolton Envelope Company**
1960 · Morton Goldsholl · US



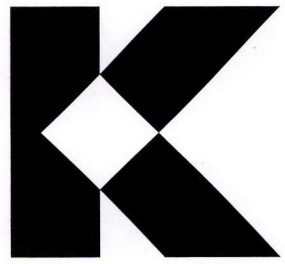
**Kantonbank Appenzell**
Bank
1977 · Othmar Motter · AT



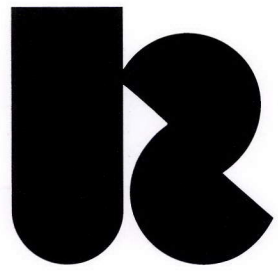
**Kinney Service Corporation**
1960s · Ed Lukas · US



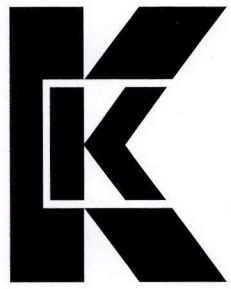
**Kunststoffgesellschaft Luzern**
Plastics
1964 · Hans Hurter · CH



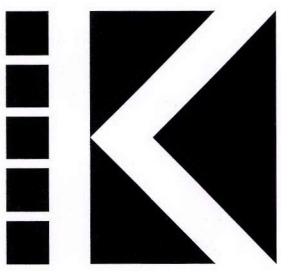
**Kieffer Pacific**
Furniture
1975 · Harry Murphy · US



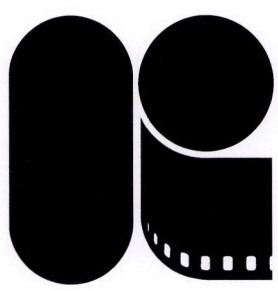
**Kleiber**
Plastics
1981 · Othmar Motter · AT



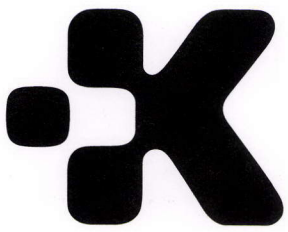
**William Kreysler Association**
Composite manufacturing
1982 · Harry Murphy · US



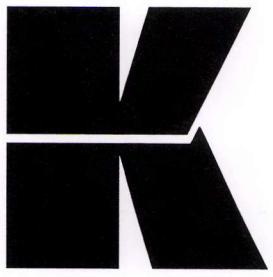
**Studio Kaminski**
Film production
1971 · Harry Murphy, Eileen Lavelle/
Harry Murphy & Friends · US



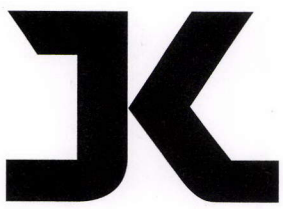
**Bŭlgarska Televiziya**
Broadcasting
1977 · Nikola Nikolov · BG



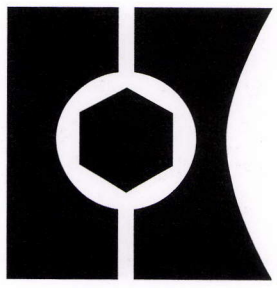
**Kroma Lithographers**
Printing
1969 · Eskil Ohlsson · US



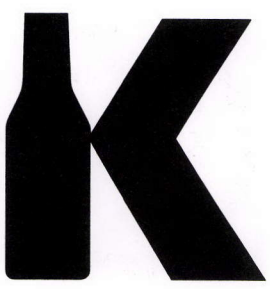
**Victor Kemp Company**
Floor coverings
1980 · Ed Penniman · US



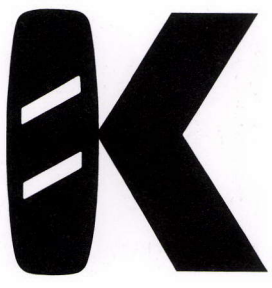
**John Kirkham & Associates**
Art services
1964 · H. B. Smith · US



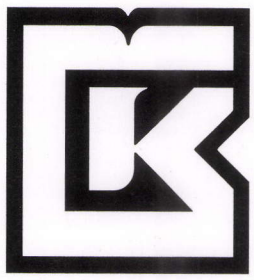
**F. W. Kampmann**
Tools
1965 · Walter Seifert · DE-GDR



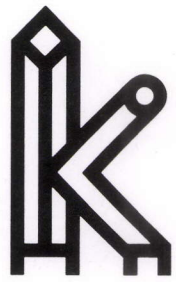
**Konsum-Produktionsbetriebe**
Beverages
1965 · Karl Thewalt · DE-GDR



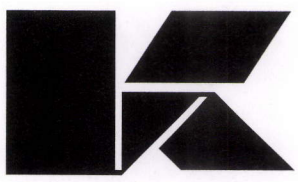
**Konsum-Produktionsbetriebe**
Foods
1965 · Karl Thewalt · DE-GDR



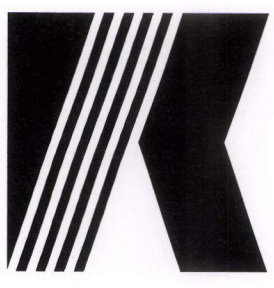
**Könyvértékesitö Vállalat**
Bookstore
1978 · István Szekeres · HU



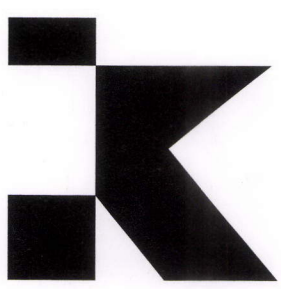
**Yashiro Kuwayama**
Engineering
1978 · Yasaburo Kuwayama · JP



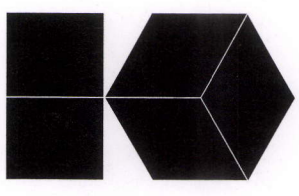
**The Kuhne**
1975 · Dawn Gustus · US



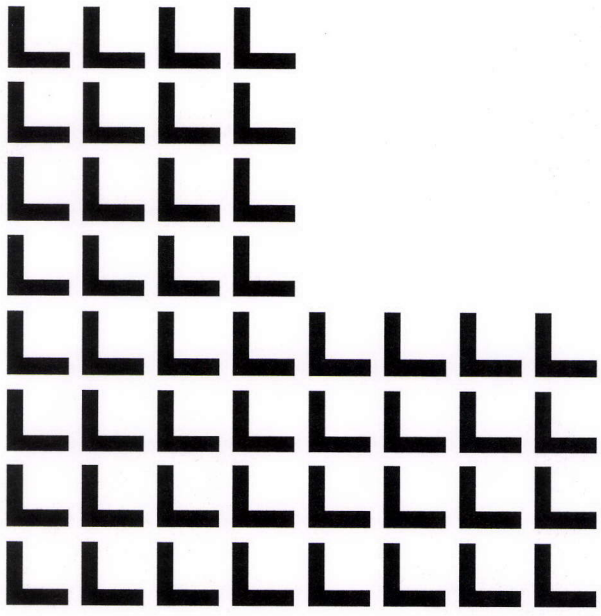
**Keil Verlag**
Publishing
1979 · Anonymous · DE



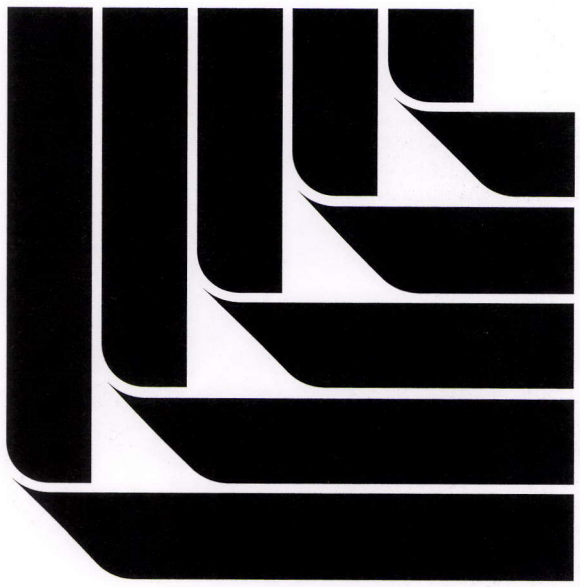
**Källemo**
Furniture
1960s · Anonymous · DK



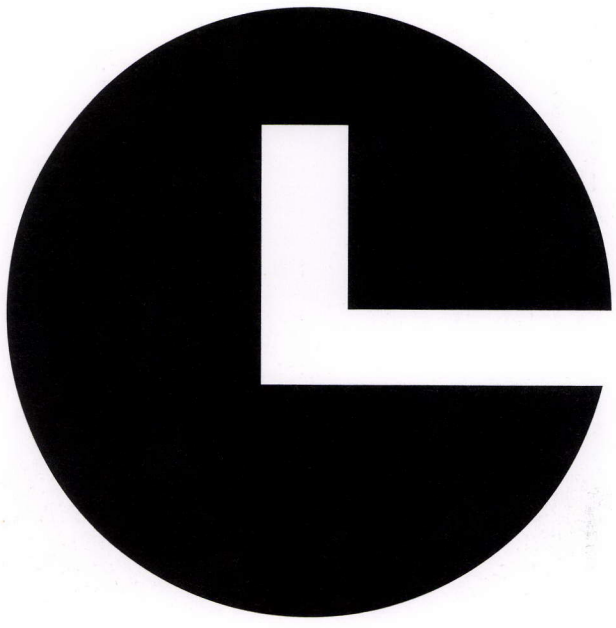
**Albert Krafczyk**
Industrial photography
1968 · Stuart Ash/Gottschalk+Ash · CA



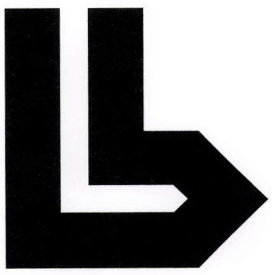
**Letra y Linea**
Printing
1982 · Félix Beltrán · CU/MX



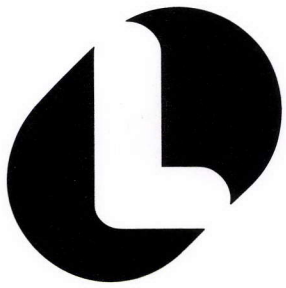
**Leona Textiles**
1970s · Lance Wyman · US



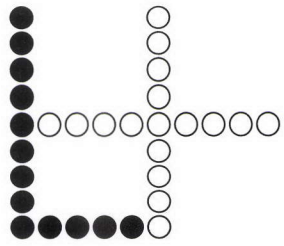
**Corporate Lithographing**
Printing
1960 · Carl Brett/Hiller Rinaldo Associates · CA



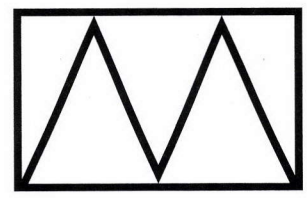
**Ravuron**
Tennis Club
1975 · Teruo Fujishige · JP



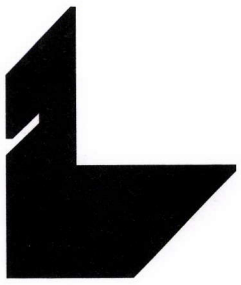
**Lembo**
Silverware
1982 · Alfredo de Santis · IT



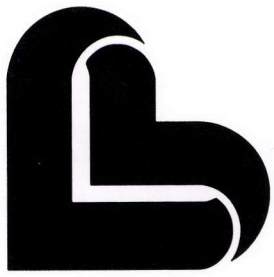
**R. Lüscher**
Electronics
1968 · Peter Schaufelberger · CH



**Schilthornbahn**
Public transport
1962 · Walter Amstutz · CH

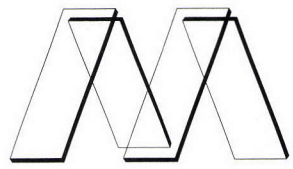


**Ivica Lovincic**
Packing and freight
1978 · Ivan Dvoršak · YU

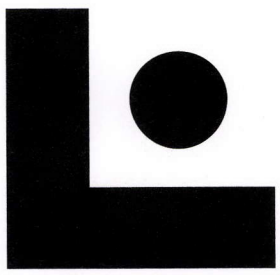


**Lutheran Brotherhood**
1977 · Peter Seitz,
Hideki Yamamoto · US/JP

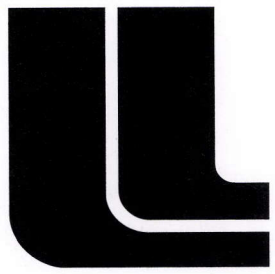
**Ralph Licastro**
1979 · Lanny Sommese · US



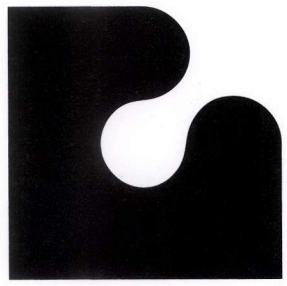
**MM Flachglasfabrik**
Glass
1950s · Gust Hahn · DE



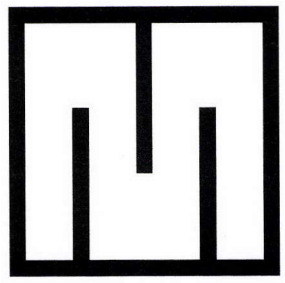
**Hans Looser**
Advertising
1965 · Hans Looser · CH



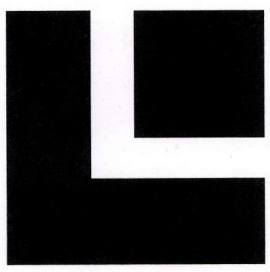
**Lockwood Company**
Harvesting equipment
1969 · James Cross · US



**Photo+Lithoanstalt Weiss**
Photography and lithography
1973 · Hans E. Scheur · DE

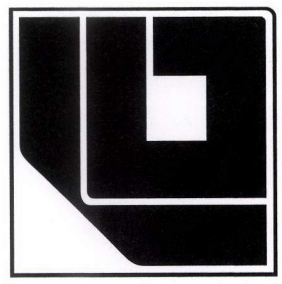


**E. Merck**
Pharmaceuticals
1968 · Kurt Wirth · CH



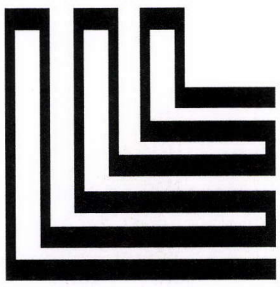
**Lloyd Consulting Research**
Management consultancy
1965 · Appelbaum & Curtis · US

**Lawry's Foods**
1959 · Saul Bass & Associates · US



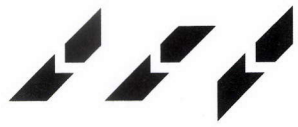
**Limburgse Akademie voor Kunst**
Art school
1971 · Wim Simons · NL

**Mountaingate**
Real estate
1975 · John Follis, Wayne Hunt · US

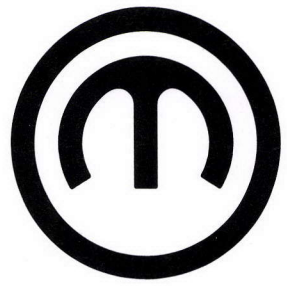


**Loomloft**
Weaving
1969 · Jean Morin, Karen Bulow · CA

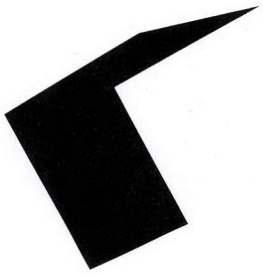
**Bertelsmann Verlag**
Publishing (proposed design)
1940s · Joseph Binder · AT



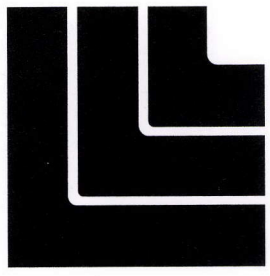
**Lucas Industries**
Automobile and aerospace components
1975 · Pentagram · UK



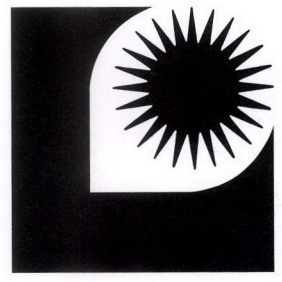
**Magnus Olesen**
Furniture
1960s · Anonymous · DK



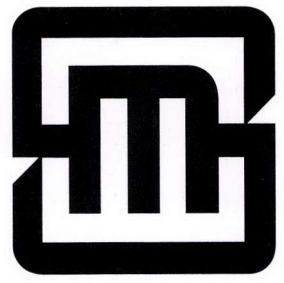
**Studio Lobo**
Advertising
1990 · A.G. Fronzoni · IT



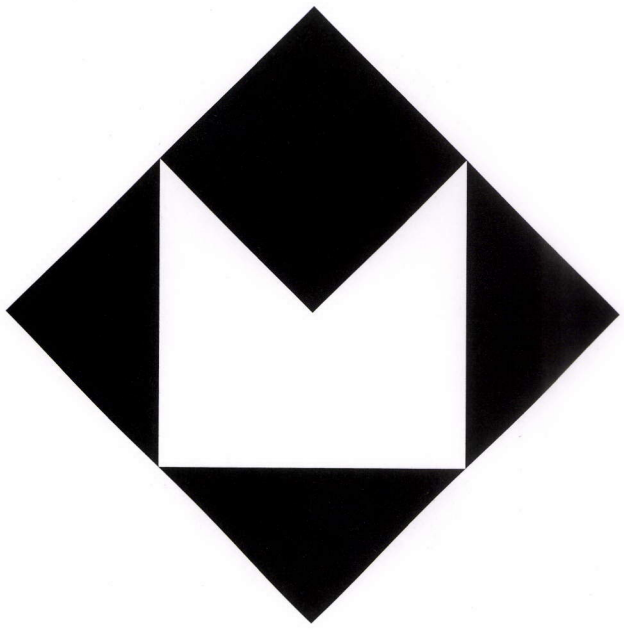
**Lanza**
Machine components
1968 · Renato Borsoni/Studio A.S. · IT



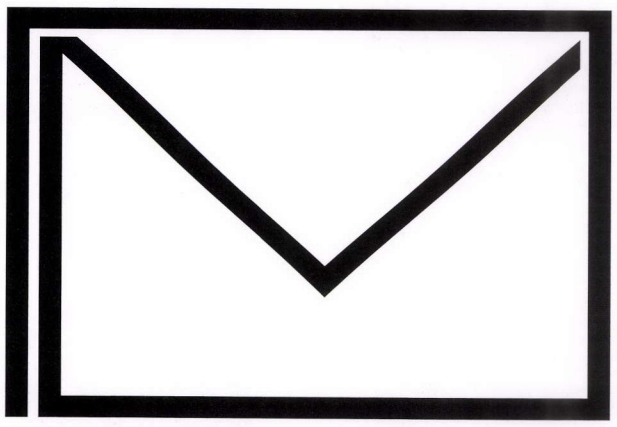
**Leslie Salt Company**
Salt production
1963 · Landor Associates · US



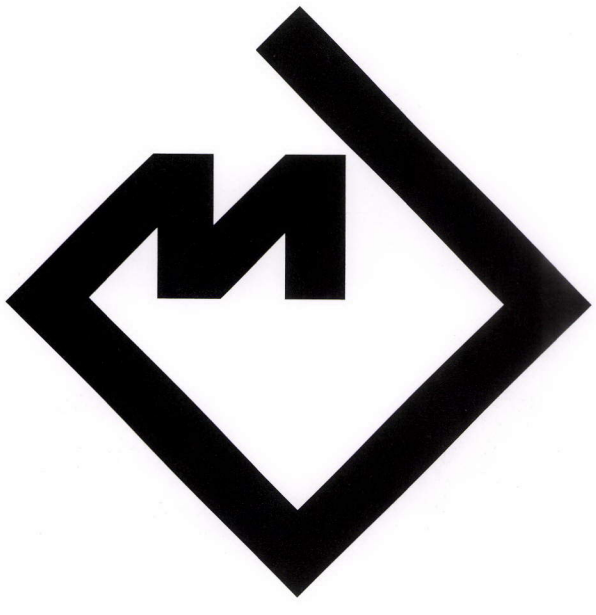
**Stevens Meubel Fabriek**
Furniture
1967 · Charles Jongejans · NL



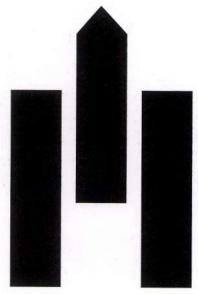
**R. Müller & Cie.**
Textiles
1963 · Paul Bühlmann · CH



**Mailer**
Direct mail services
1966 · Rolf Christianson · FI

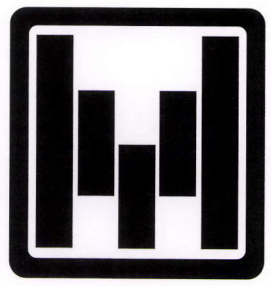


**Merck**
Pharmaceuticals
1950s · Enzo Rösli · CH



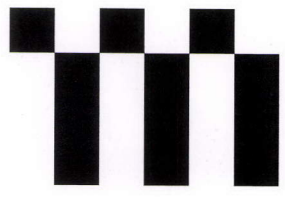
**Patronato Joan Miró**
Art foundation
1970 · Pedro Ariño · ES

**Martex**
Roof construction
1965 · Félix Beltrán · CU

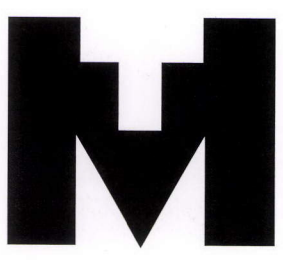


**Market Technicians Association**
Investment analysis
1980 · Joseph Boggs · US

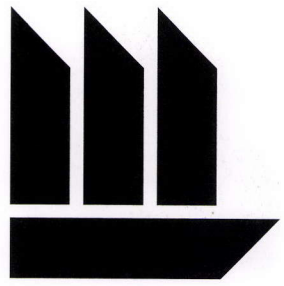
**Tessitura di Mompiano**
Textiles
1970 · Silvio Coppola · IT



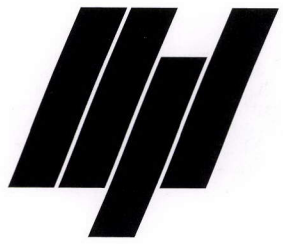
**Telco Marketing Services**
Investment information
1970 · David L. Burke · US



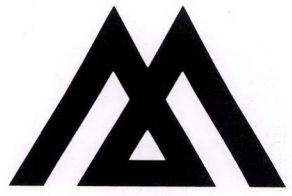
**Machine Technology**
Metalworks
1968 · Michel Dattel · US



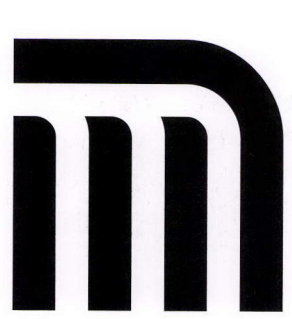
**Magellan**
Film production
1969 · James Marrin · US



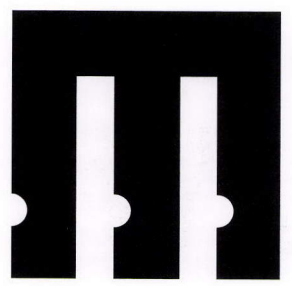
**Mecort Meccanica Pesante**
Industrial machinery
1979 · Armando Milani,
Maurizio Milani · IT



**Gifu-Ken Kani-Gun Mitake-Cho**
Administration
1976 · Tadahiko Ogawa · JP

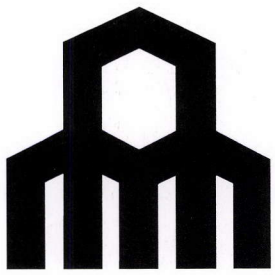


**Mexico City Metro**
Public transport
1969 · Lance Wyman · US

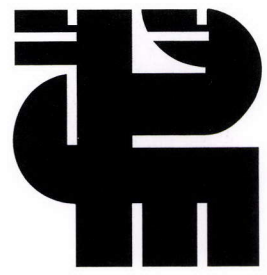


**Meisterschule für Buchdrucker**
Printing school
1960s · Hermann Virl · DE

**Anyagmozgatási**
Haulier
1981 · István Szekeres · HU



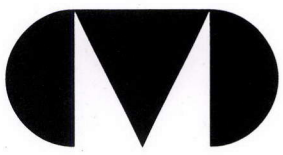
**Mony Corporation**
Lighters
1958 · Yasuhiro Kojima · JP



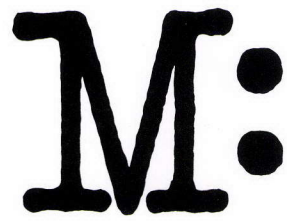
**CIBA**
Pharmaceuticals
1960s · Elfriede Anderegg · CH

**Robert Morse**
Industrial services
1963 · Frank Lipari/
Gazette Printing Company · CA

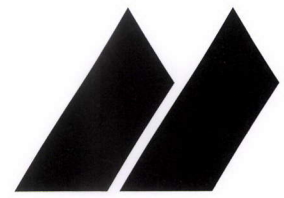
**Miyoshigasu**
Air-conditioning
1973 · Makoto Yoshida · JP



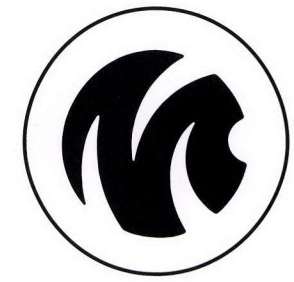
**Confiserie Meyer**
Foods
1963 · Hans Knöpfli · CH



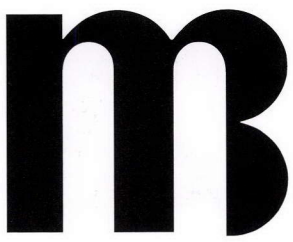
**Munising Paper**
1960 · Morton Goldsholl
Design Associates · US



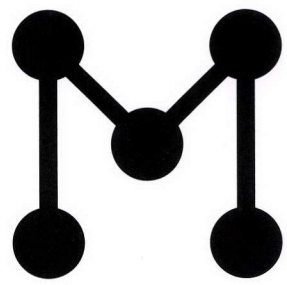
**Murayama**
1982 · Ken'ichi Hirose · JP



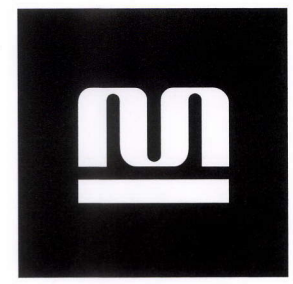
**Mipolam Teppichboden**
Carpets
1969 · Coordt von Mannstein · DE



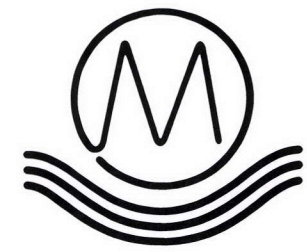
**Maison Blanche**
Department stores
1969 · Bruno Ruegg/
Unimark International · US



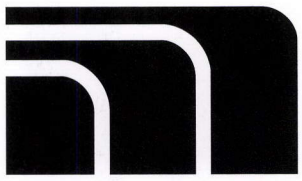
**Messe München**
Trade fair
1983 · Dieter Urban · DE



**Madison Laboratories**
Pharmaceuticals
1966 · Herman & Lees Associates · US

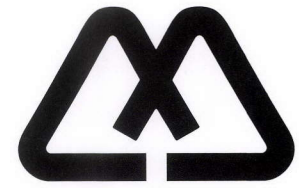


**McRobert Spring**
Automobile parts
1963 · Allan Harrison · CA

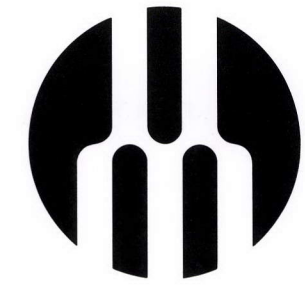


**Madin**
Insurance
1960 · José Santamarina/
Elias & Santamarina · ES

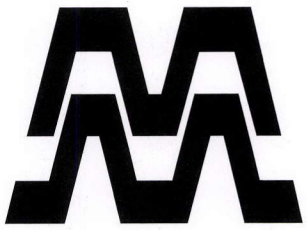
**Taipei Miramar Hotel**
1979 · Kao Yu-Lin · TW



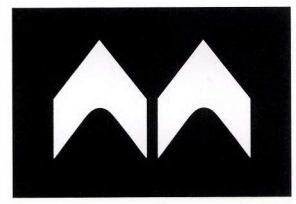
**Merrill Manufacturing**
Wells
1960s · Hudson-Wolter &
Associates · US



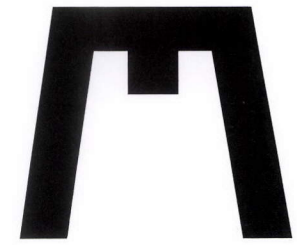
**Medical Information Network Service**
1980 · Minoru Takahashi · JP



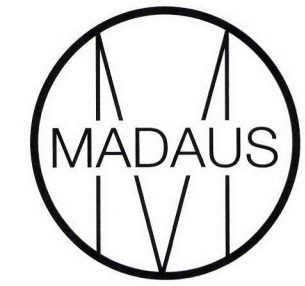
**Productos Metálicos**
Metalworks
1980 · Jorge Sposari · AR/MX



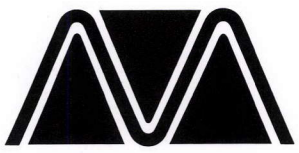
**Modine Manufacturing**
Heat transfer equipment
1960s · Charles MacMurray · US



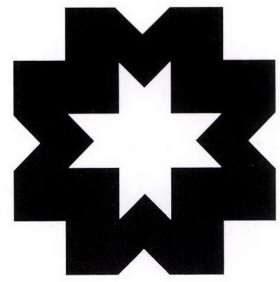
**Martello Plastics**
1982 · Damien Harrington · IE



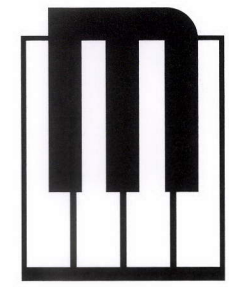

**Dr. Madaus & Co.**
Pharmaceuticals
1960s · Anonymous · DE



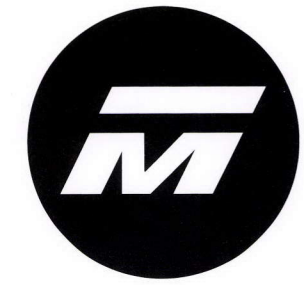
**Midland Industries**
Plastics
1966 · Leslie Smart · CA



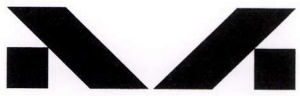
**Marum International**
Stockings
1960s · Hanns Lohrer · DE



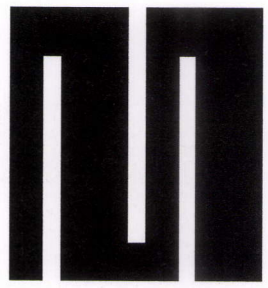
**Manthey Klavianos**
Musical instruments
1963 · Erich Unger · DE



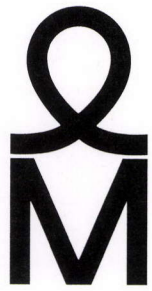
**Martin Marietta**
Electronics
1960s · Lester Beall · US



**C. Martínez**
Engineering
1964 · Félix Beltrán · CU

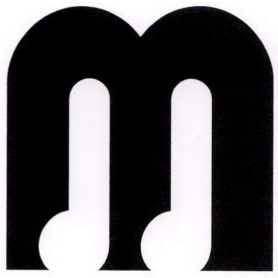


**M Products**
Construction materials
1969 · Arthur Cole · UK

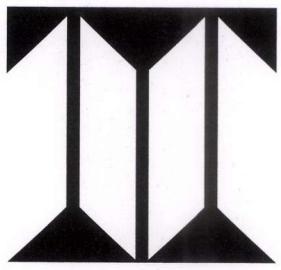


**Erin Mills Development Corp.**
Real estate
1960s · Allan Robb Fleming,
James Donahue · CA

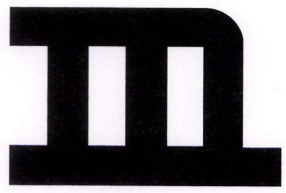
**Midpac Trucking**
Transportation
1970 · Clarence Lee, Ryo Urano · US



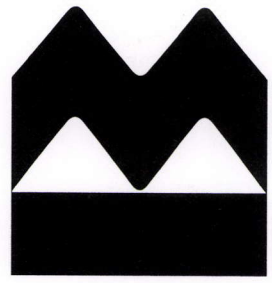
**Manhattan School of Music**
1969 · Appelbaum & Curtis · US



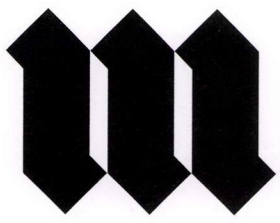
**Metro Savings & Loan Bank**
1983 · Cliff Chandler, Melanie Bass · US



**Kenchiku Mode Kenkyujo**
Architecture
1962 · Gan Hosoya · JP

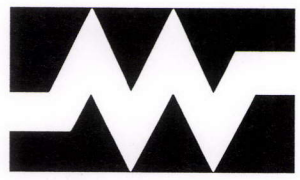


**Bank of Montreal**
1966 · Hans Kleefeld/
Stewart & Morrison · CA

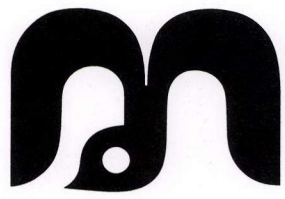


**Drogerie Muff**
Pharmacy
1966 · Atelier Stadelmann Bisig · CH

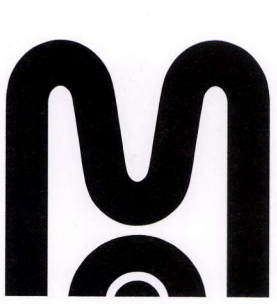
**Laboratoires Roland-Marie**
Research laboratory
1960s · Bucher-Crémières · FR



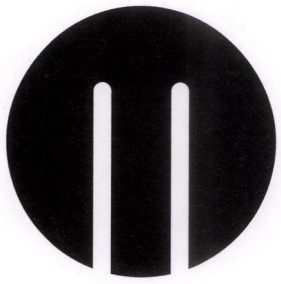
**Scei**
Electric radiators
1945 · Max Huber/Studio Boggeri · IT



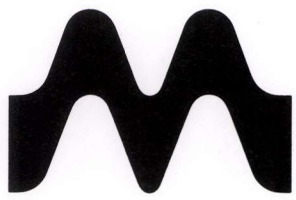
**Mitchell Travel Service**
Travel agency
1960s · Robert R. Overby · US



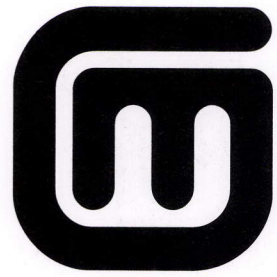
**Mundici Arredamenti**
Furniture
1968 · Rolando Baldini,
Vania Vecchi/Studio Zot · IT



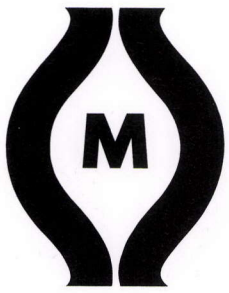
**Ted Mahieu**
Photography
1965 · Michel Dattel · US



**DH Foods**
Restaurant
1974 · Mitsuo Ishida, Tamami Sato · JP

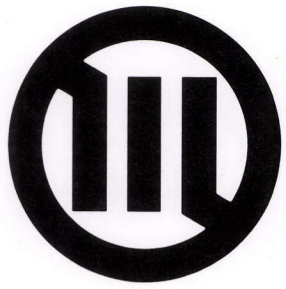


**Japan Electrical Appliances**
1960s · Toru Otsuka · JP

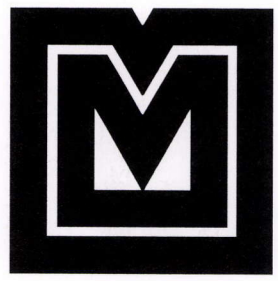



**Marxer Laboratori**
Pharmaceuticals
1949 · Walter Ballmer/Studio Boggeri · IT

**Liverpool Metalling**
Metalworks
1968 · Crosby, Fletcher, Forbes · UK



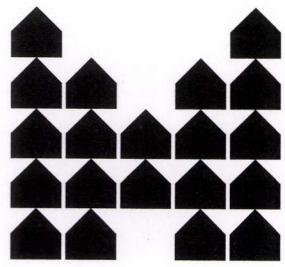
**Instructional Media Systems**
Audio-visual equipment
1969 · Paul M. Levy · US



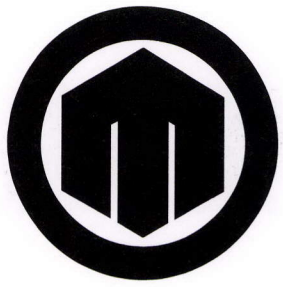
**Modan**
Textiles
1973 · Kazuo Ono · JP

**Arcadi Moradell Bosch**
Design
1968 · Arcadi Moradell Bosch · ES

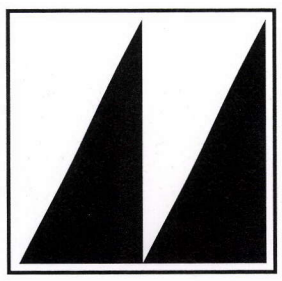
**Montecatini**
Chemicals
1960 · Carlo Dradi · IT



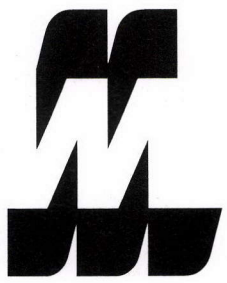
**Mohon Realty**
Real estate
1974 · Terry Lesniewicz, Al Navarre · US



**Mechanisierung Oschersleben**
Engineering
1965 · Rudolf Purke · DE-GDR

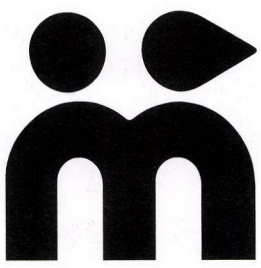


**Magius**
Publishing
1967 · Ribas & Creus · ES

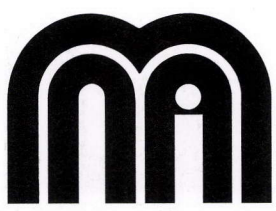


**Moldes Industriales**
Industrial molds
1982 · Fernando Rión · MX

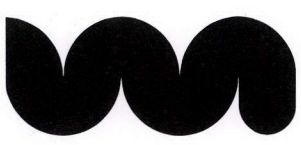
**Mutual Oil**
Fuel oil
1972 · Joe Selame · US



**Morishige Dolls**
1974 · Kazuho Yamamoto · JP

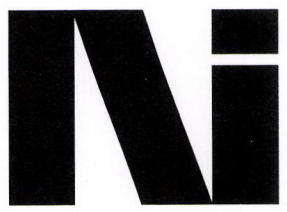


**Midwest Nuclear**
1970s · Bob Swisher · US

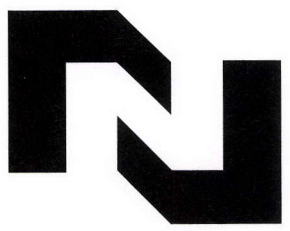


**Vab Mobili di Tumidei Alceo**
Furniture
1971 · Marisa Tumidei · IT

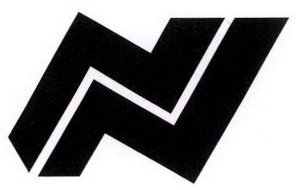
**Nortrabulk**
Transportation
1960 · Knut Yran · NO



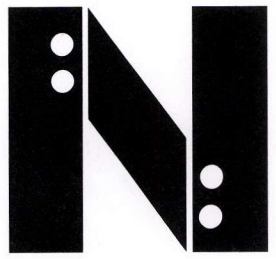
**NI**
Import-export
1970s · Félix Beltrán · CU



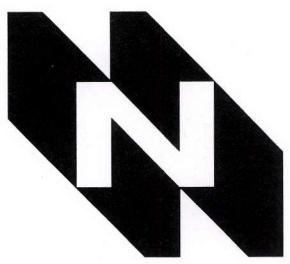
**National Property Development**
1974 · Stuart Ash/Gottschalk+Ash · CA



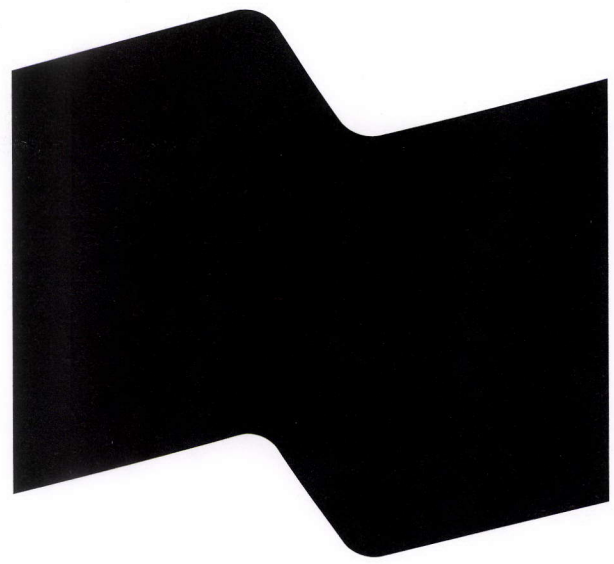
**Northern States Power**
Energy supplier
1977 · Gale William Ikola · US



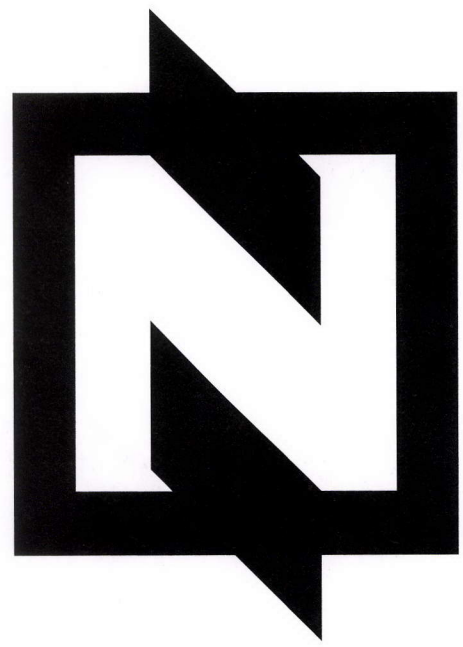
**Neiman**
Construction company
1960s · Itsu McFarland,
Gerry Rosentswieg · US



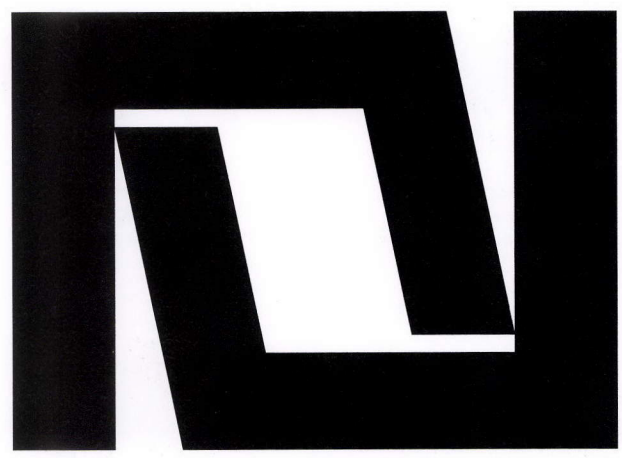
**Newman Steel**
Steelworks
1974 · Chris Yaneff,
Manfred Gotthans · CA



**National Bank of Canada**
1979 · Vasco Ceccon · CA

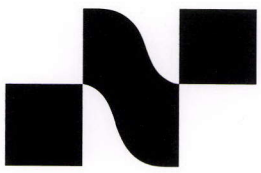


**Neckermann**
Mail-order (proposed design)
1960 · Walter Sauer · DE

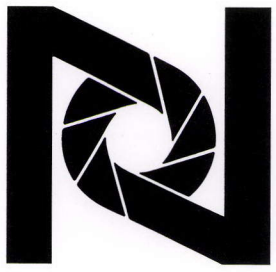


**H. Folkmar Naske**
Architecture
1971 · Peter Riefenstahl · DE

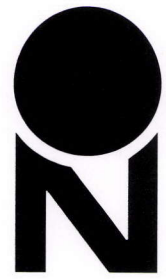
**Nyffeler**
Construction company
1962 · Kurt Wirth · CH



**NAF**
Real estate
1980 · Shigeo Katsuoka · JP



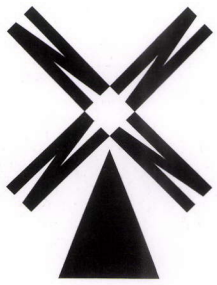
**Roy Nicholls**
Photography
1968 · Carl Brett/
Hiller Rinaldo Associates · CA



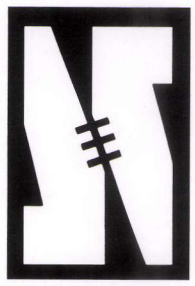
**Norfact**
Glassware
1960s · Anonymous · NO

**Holz Naumburg**
Wood
1965 · Bernhard Wille · DE-GDR

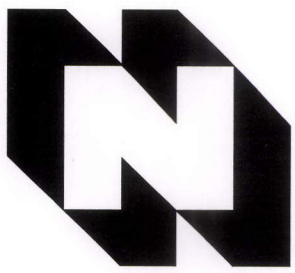
**Viskosefaser-Werke**
Fiber processing
1950s · Walther Bergmann · DE



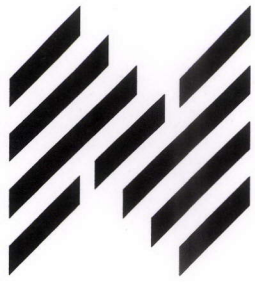
**Neuköllner Ölmühle**
Oil mill
1950s · Heinz Schwabe · DE



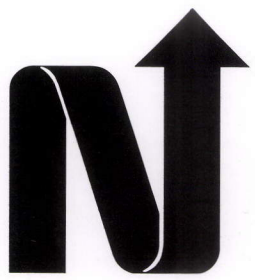
**Footwear**
1963 · Ernst Ruchay · DE



**Nankodo**
Bookstore
1980 · Tetsuya Ota · JP

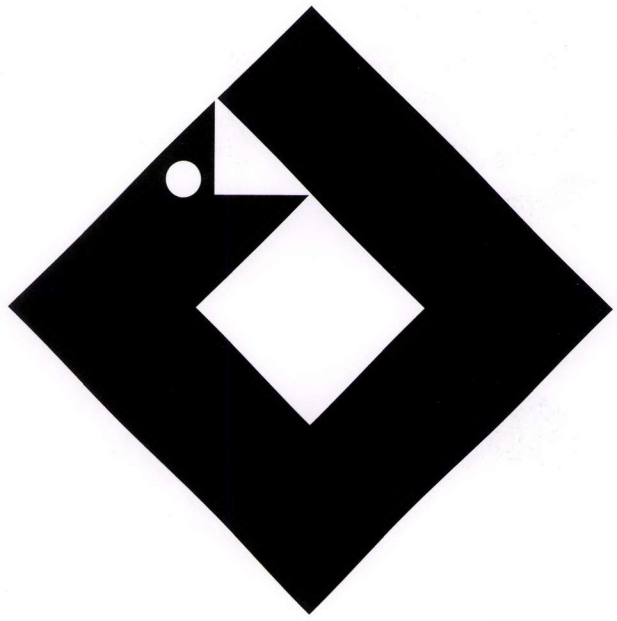


**Novaroad**
Road construction
1980 · Rolf Harder · CA

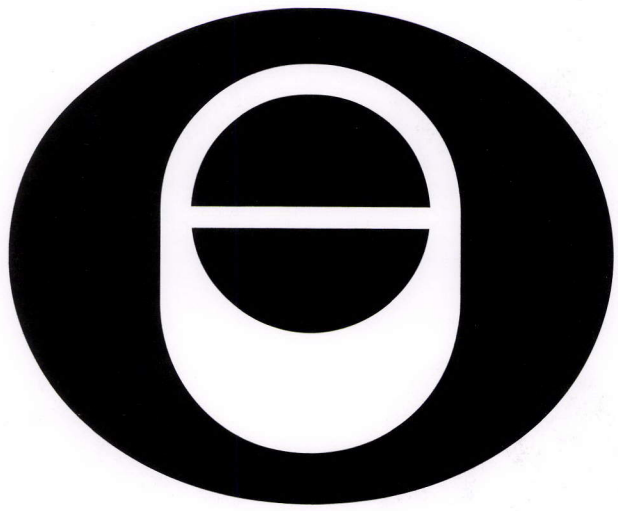


**Netra**
Haulier
1971 · Asher Kalderon · IL

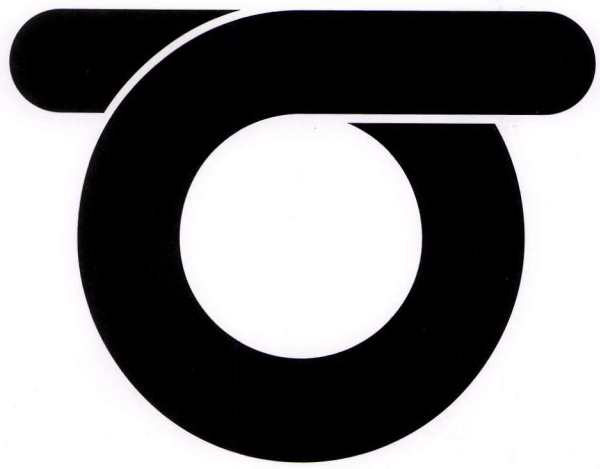
**Nippon Oil**
Fuel oil
1975 · Kageyoshi Morishita,
Kimio Oike · JP



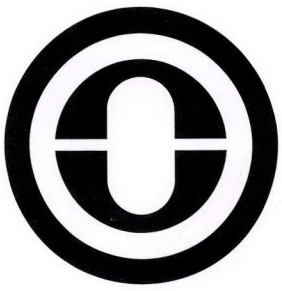
**Delta**
Pharmaceuticals (proposed design)
1967 · Bruno K. Wiese · DE



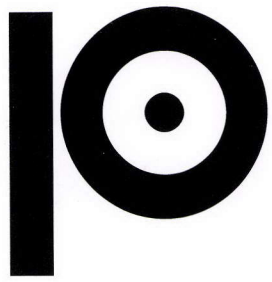
**International Coffee Organization**
1969 · PVDI · BR



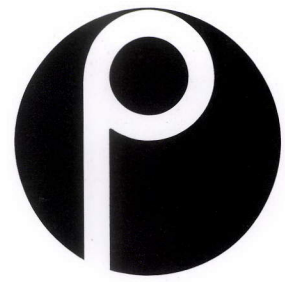
**County Transport Company**
1982 · Ove Engström, Ingvar Johansson · SE



**Omega Construction**
1970 · Jacques Bellemare · CA

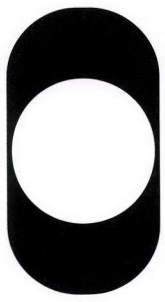


**Gruppo Sportivo**
Sports club
1974 · Giovanni Brunazzi · IT

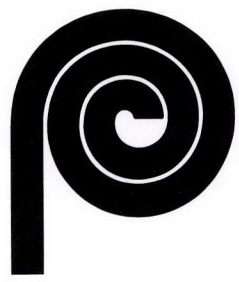


**Porsche**
Automobiles (proposed design)
1960s · Hanns Lohrer · DE

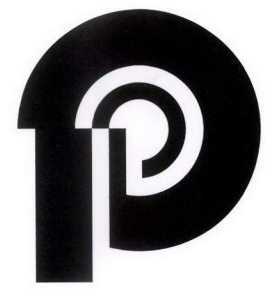
**Polygraph-Export**
Printing machinery
1965 · Dieter Lehmann · DE-GDR



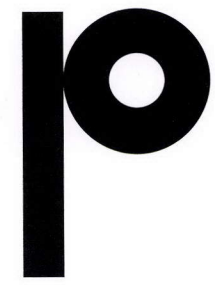
**Olzog Verlag**
Publishing
1972 · Hugo Ballon · DE



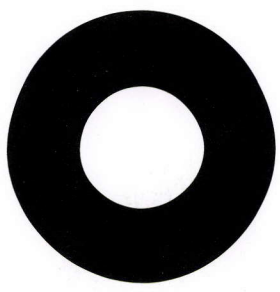
**Plumbing Contractors Association**
1960s · Robert Pease,
Peter Kramer · US



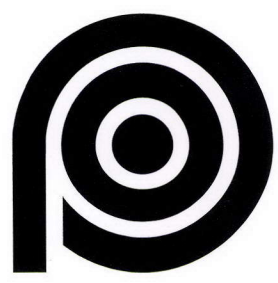
**Pitori Pikori**
Engineering
1975 · Sadao Sugaya · JP



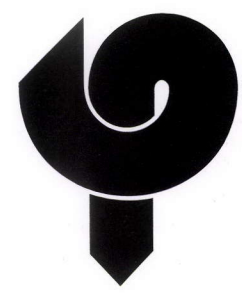
**Plüss Drück**
Printing
1958 · Hans Neuburg · CH



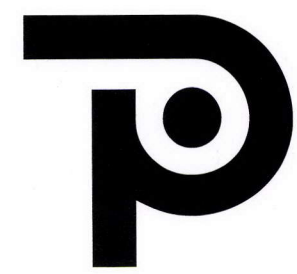
**Fate**
Tires
1964 · Ricardo Blanco · AR



**Polydiamants**
Diamond trade
1971 · Giovanni Brunazzi · IT



**Presspau**
Construction company
1970 · Giovanni Brunazzi · IT



**Ropraz**
Plastics
1960s · Adolf Flückiger · CH

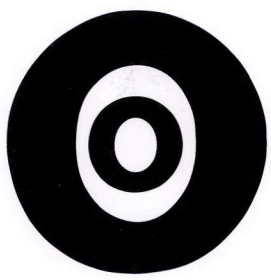
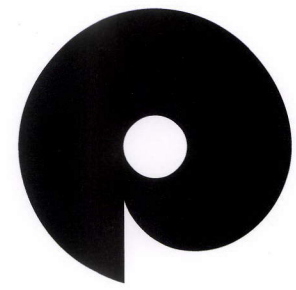
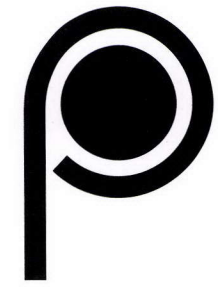


**Foto Ottica Randazzo**
Photography accessories
1960 · Roberto Sambonet · IT

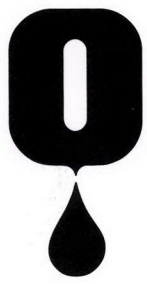
**Den Danske Presses Faellesindkøbs Forening**
Publishers association
1970 · Morten Peetz-Schou · DK



**Probst Film Tricktechnik**
Film animation
1960s · Hans Knöpfli · CH

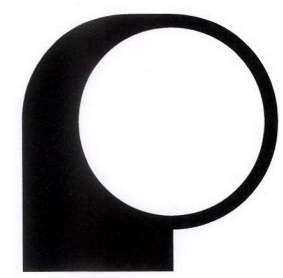


**Peterson Productions**
Film production
1960s · Theo Dimson · CA

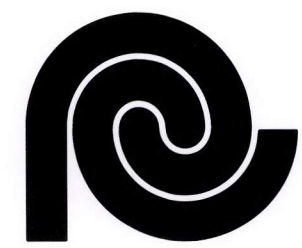


**Petroleum**
1960s · Marcello Minale,
Brian Tattersfield/Minale, Tattersfield,
Provinciali · UK

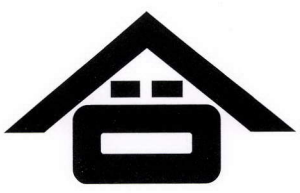
**Peres Sports**
Sporting goods
1967 · José Baqués · ES



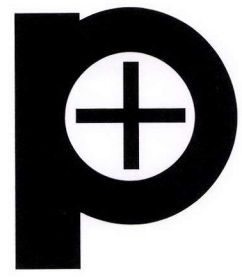
**Ponpizoo**
Restaurant chain
1970s · D. Bruce Zahor, Joel Mitnick · US



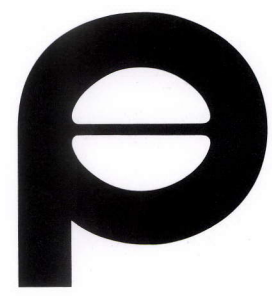
**Playcenter**
1973 · João Carlos Cauduro,
Ludovico Antonio Martino · BR



**Öffentliche Bausparkassen Deutschland**
Building societies
1960s · Joseph Binder · AT

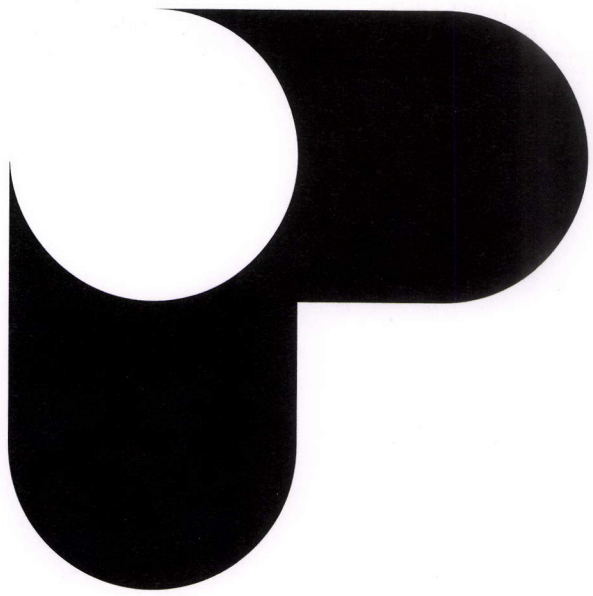


**Pakkasakku**
Batteries
1965 · Eka Lainio/
Markkinointi Viherjuuri · FI



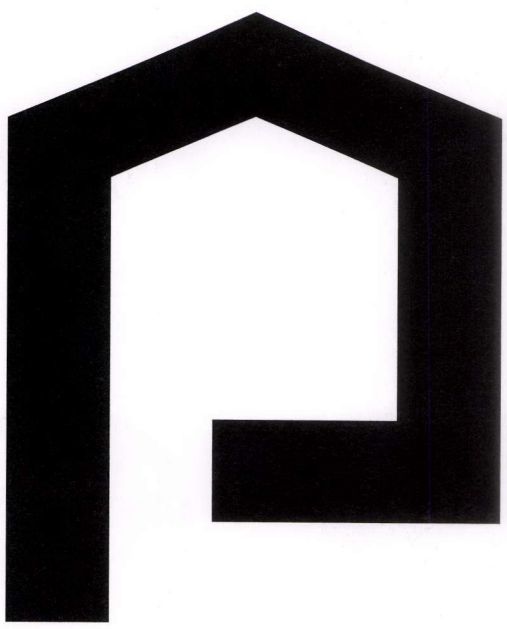
**Café Palheta**
Coffee
1962 · PVDI · BR

**The Pacific Hotel**
1972 · Fred O. Bechlen/
Koide Advertising Art · JP

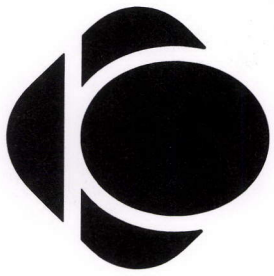


**Platicone**
Engineering
1975 · Pietro Galli · IT

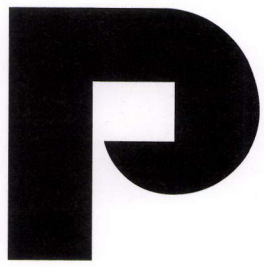
**Pfauen Mode**
Textiles
1964 · Armin Hofmann · CH



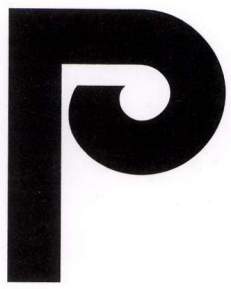
**Pinckard Realty**
Real estate
1965 · Peter Seitz · US



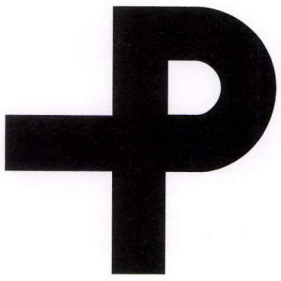
**Polyclair**
Office machines
1960 · Pino Tovaglia · IT



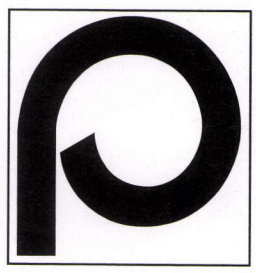
**Palace Shipping Leasing Service**
1973 · Katsumi Nagata,
Yasaburo Kuwayama · JP



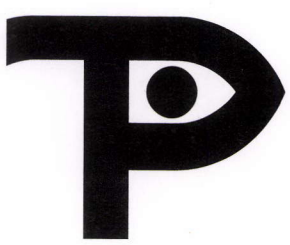
**Perukmakaren**
Parking lot
1967 · Rune Monö · SE



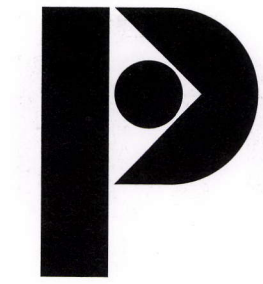
**Pierrel**
Pharmacy
1957 · Albe Steiner · IT



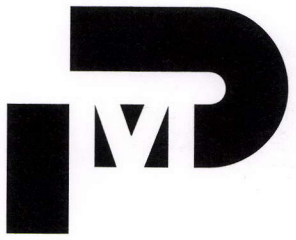
**Perkins Paper Products**
1968 · Laurent Marquart/
Jacques Guillon Designers · CA



**Théâtre des Prairies**
Theater
1966 · Yvon Laroche · CA

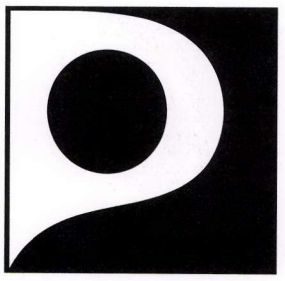


**Petrag**
Human resources
1975 · Peter G. Ulmer · CH

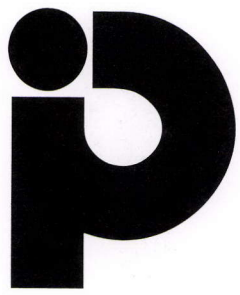


**Papeteries de Pont-Sainte-Maxence**
Paper
1965 · Jacques Nathan-Garamond · FR

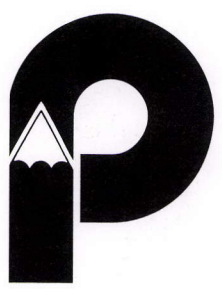
**Matti Pietinen**
Photography
1968 · Kyösti Varis · FI



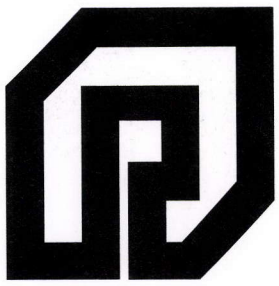
**Progil**
Chemicals
1968 · Raymond Loewy/CEI · FR



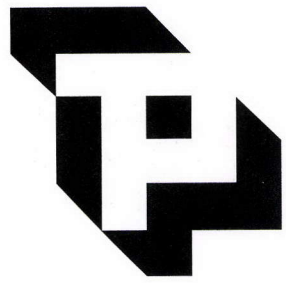
**Panom**
Engineering
1980 · Shigeo Katsuoka · JP



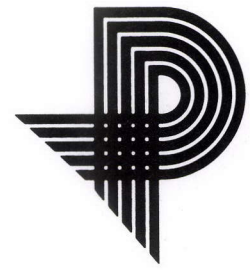
**Messrs Paolantoni**
Artists materials
1973 · Alfredo de Santis · IT



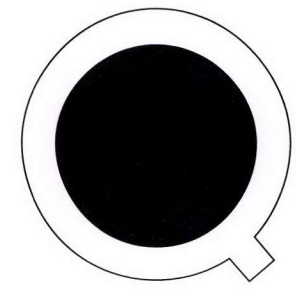
**Pyteco**
Construction company
1972 · Joe Vera, José Luis Ortiz · ES



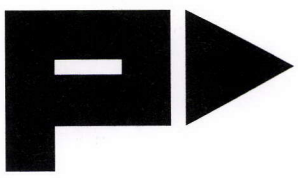
**Tipo Print**
Printing
1988 · Max Huber · IT



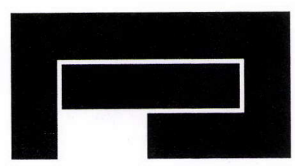
**Association Internationale des Fibres Polynosic**
Synthetic fibers
1966 · Gilles Fiszman · BE



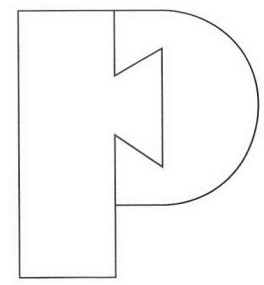
**Cue Line Sound**
Electronics
1964 · Fletcher, Forbes, Gill · UK



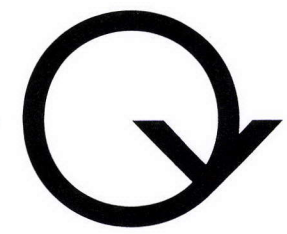
**Colleen Pencils**
1962 · Tadashi Masuda · JP



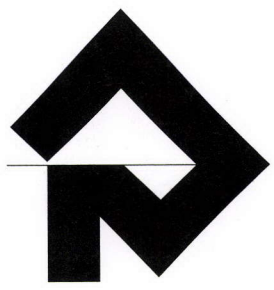
**Polygal**
Medical services
1960s · Carl B. Graf · CH



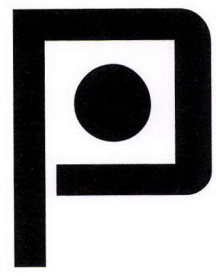
**W. F. Purser**
Carpentry
1964 · Crosby, Fletcher, Forbes · UK



**Finer Company**
Telecommunications
1969 · A. G. Fronzoni · IT

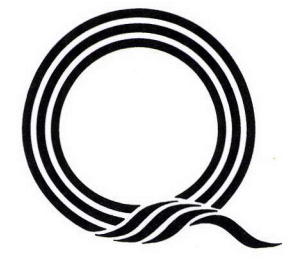


**Precinor**
Foundry
1967 · Daniel Maurel/
Chourgnoz Publicité · FR

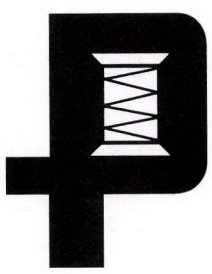


**Packaging Corporation of America**
1960s · Robert Sidney Dickens · US

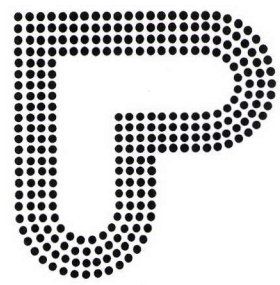
**Promécam Sisson Lehmann**
Aerospace component manufacture
1965 · Design Groupe Viaud · FR



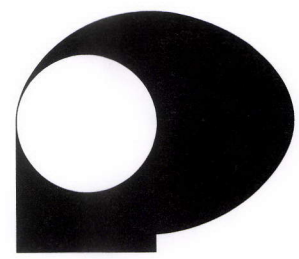
**Quirra**
Textiles
1969 · Patrizia Pataccini/
Studio Cortesi · IT



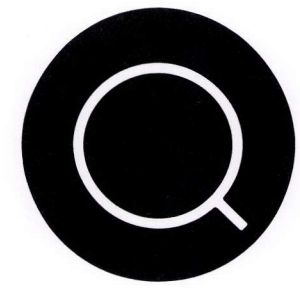
**Krawiectwo Spółdzielni**
Textiles
1965 · Jan Hollender · PL



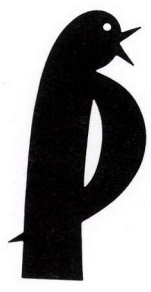
**Pulvitec Mining**
1982 · Félix Beltrán · CU/MX



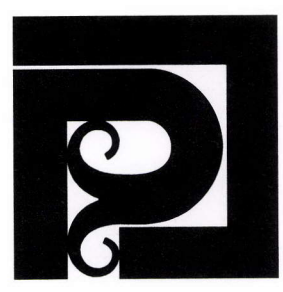
**Parma-ovo**
Foods
1970 · Silvio Coppola · IT



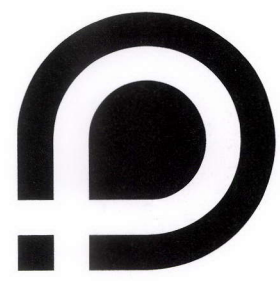
**QuickMaid Rental Service**
Vending machines
1973 · Ken Garland · UK



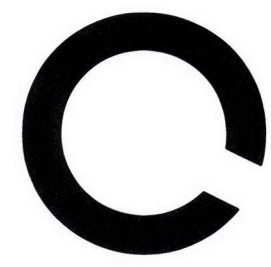
**Pronit**
Record label
1960s · Jan Hollender · US



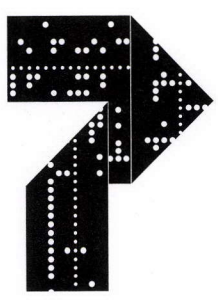
**Partheil-Bauschlosserei**
Metal-working
1965 · Heide Hattebuhr · DE-GDR



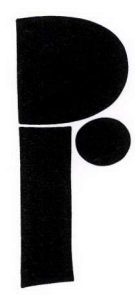
**Tratamiento y Orientación**
Education
1975 · Dicken Castro · CO



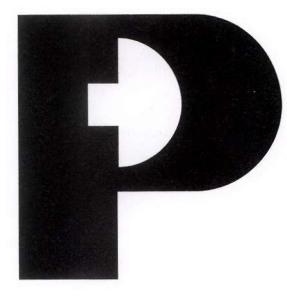
**Quadriga Verlagsgesellschaft**
Publishing
1986 · Manfred Manke · DE



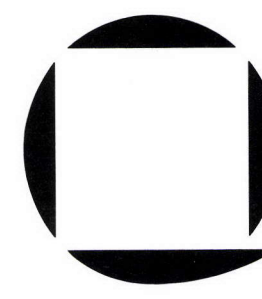
**Randox EPD**
Computer services
1967 · Roy Walker · UK



**Boutique Paco Ruiz**
Textiles
1968 · Pedro Ariño · ES

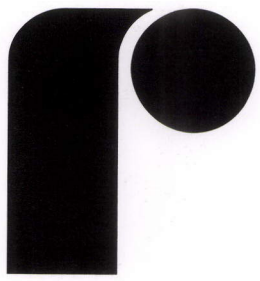


**Palestro**
Typesetting
1978 · Carlo Calligaris · IT

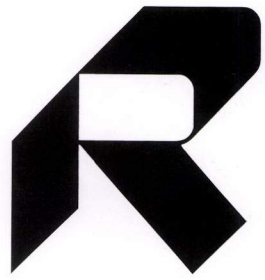


**Quad Typographers**
Typesetting
1964 · Mo Lebowitz · US

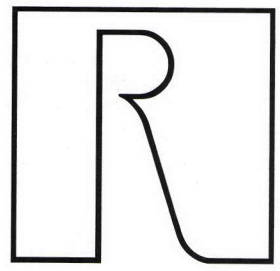
**Jeff Quon**
Pharmacy
1982 · Mike Quon · US



**Reliance Steel**
Metal processing
1971 · Ray Engle, Jerome Jensik · US

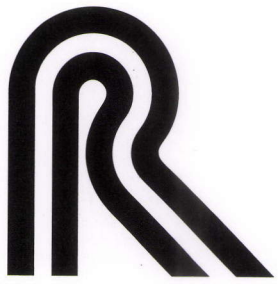


**Reflex Design**
1981 · Armando Milani · IT

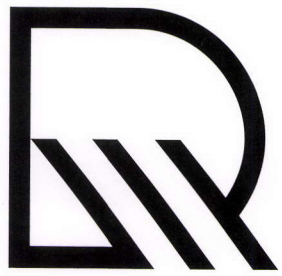


**Reich Verlag**
Publishing
1974 · Rainer Fuhrmann · CH

**Quintus International**
1973 · Dwight Frazier, Paul Hauge/
Newmarket Design Associates · US



**Rhodiatoce**
Synthetic fibers
1969 · Bob Noorda/
Unimark International · IT

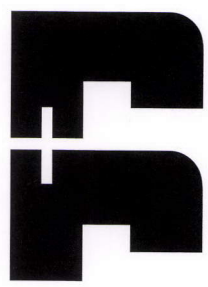


**Doris Reinemann Fotostudio**
Photography
1983 · Manfred Korten · DE

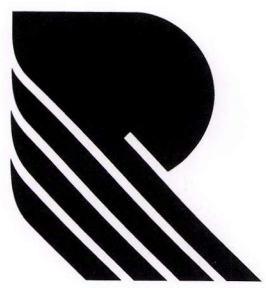
**Rodinco**
Engineering
1968 · Ove Engström · SE

**Quartet Books**
Publishing
1973 · Michael Jarvis · UK

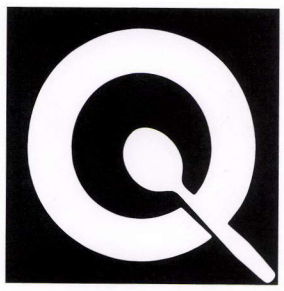
**Rug Tuffers**
1976 · Peter Adam/Gottschalk+Ash · CA



**R+R Raffinerie**
Fuel oil
1960s · Roger-Virgile Geiser · CH

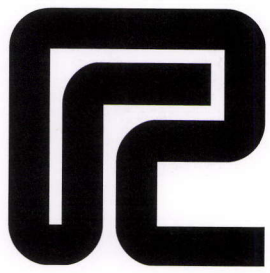


**Rencontre de Jeune Talent**
Textiles
1982 · Jost Hochuli · CH

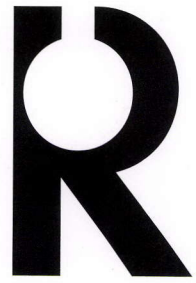


**Zentralstelle für Werbung
der Lebensmittelindustrie**
Silver quality-mark (design system)
1965 · Gerhard Voigt · DE-GDR

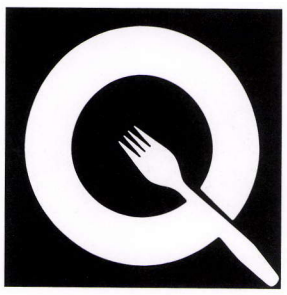
**Royal Dental Office**
1977 · Yukio Kanise · JP



**RPR Relazioni Pubbliche**
Public relations
1964 · Mimmo Castellano · IT



**Rougier**
Pharmaceuticals
1960s · Rolf Harder · CA



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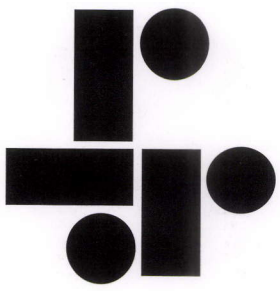
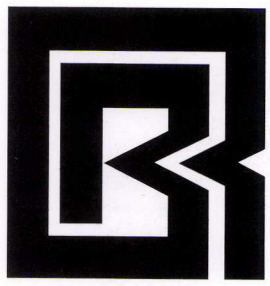
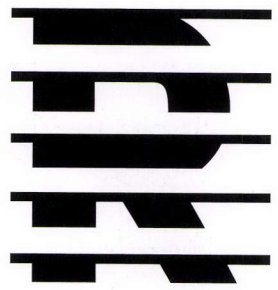


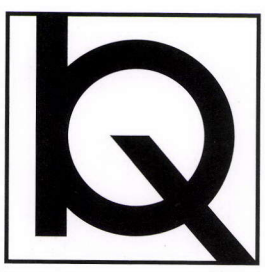
**Rehmann & Co.**
Packaging
1950s · Hans Weber · CH



**The Argentine Chamber of Realtors**
Real estate
1960s · Alejandro May · AR

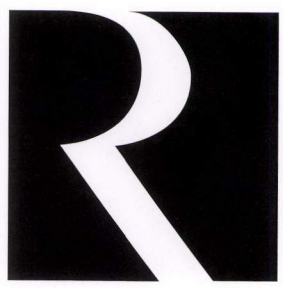


**R 71 International**
Trade fair for shutters manufacturers
1971 · Peter Wehr · DE

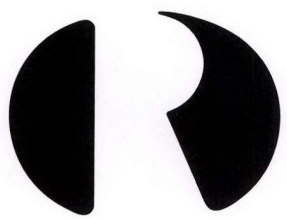


**BioQuest**
Pharmaceuticals
1969 · Vance Jonson · US

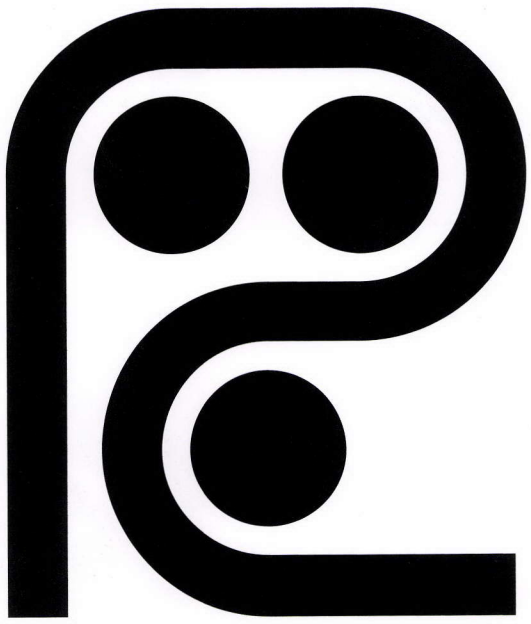
**Rhönkunstschnitzerei Empfertshausen**
Artist carving
1965 · Herbert Prüget · DE-GDR



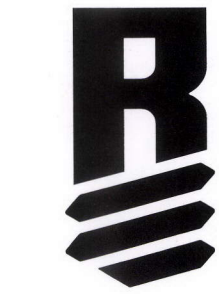
**Rossipaul Kommunikation**
Publishing
1975 · Michael Neugebauer · DE



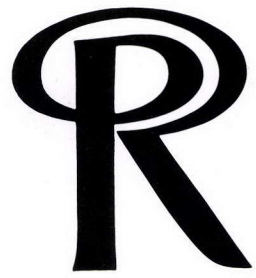
**Ravensburger Versicherung**
Insurance
1980 · Oanh Pham Phu · DE



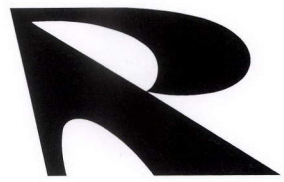
**Racine Press**
Printing
1964 · Rudolph de Harak · US



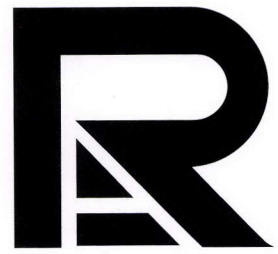
**Rockford Screw Supply Company**
1965 · Bruce Beck/
The Design Partnership · US



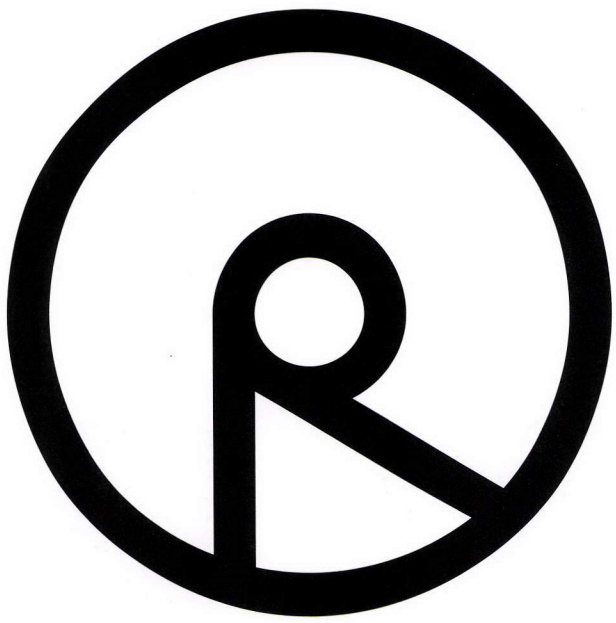
**Ruch Verlag**
Publishing
1965 · Jan Hollender · PL



**VEB Radebeuler Schuhfabrik**
Footwear
1965 · Johannes Brase · DE-GDR

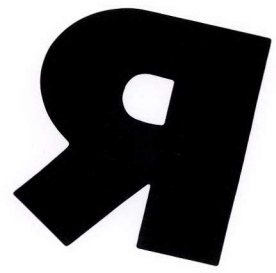


**R.A. Consultants**
Management consultancy
1982 · Rick Cartledge · CA

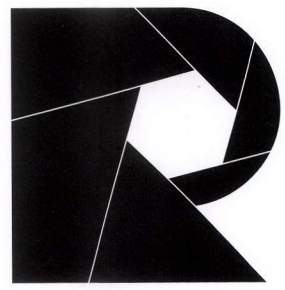


**Refratechnik**
Steelworks
1950 · Walter Breker · DE

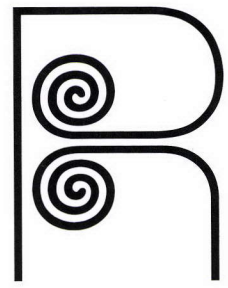
**Ditta Piriv**
1960s · Giulio Confalonieri · IT



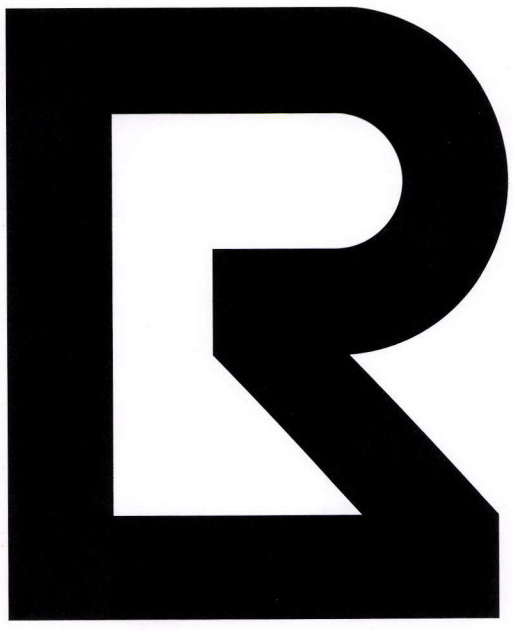
**Frederic Ryder Company**
Typesetting
1970 · David L. Burke · US



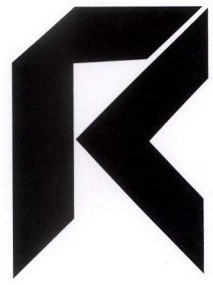
**Premio Fotografico G. Ratti**
Photography award
1971 · Giovanni Brunazzi · IT



**William R. Rundle**
Import-export
1950s · Theo Dimson · CA

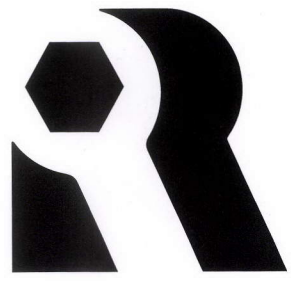


**Reilly Lock Corporation**
Locksmith
1972 · Stuart Ash/Gottschalk+Ash · CA

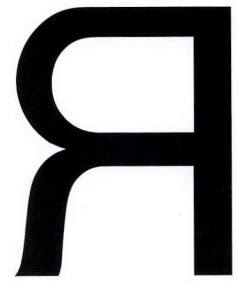


**Road Constructors**
1973 · Don Goodwin, John Spatchurst/
Nielsen Design Associates · AU

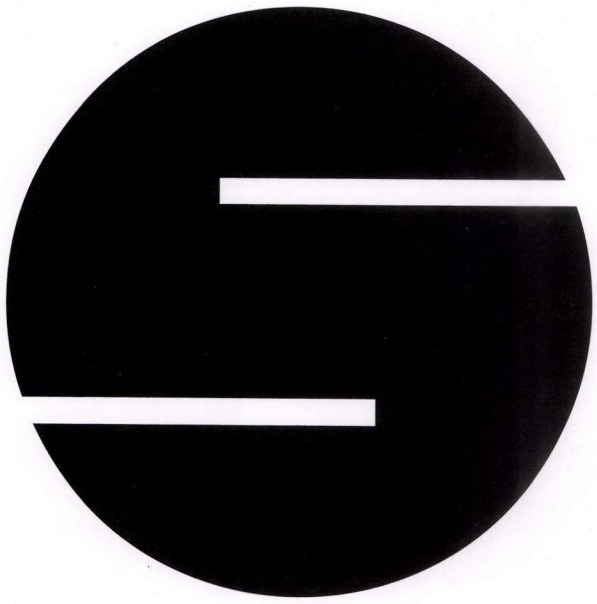
**Rogers Brothers Company**
Agriculture
1960s · Raymond Loewy,
William Snaith · US



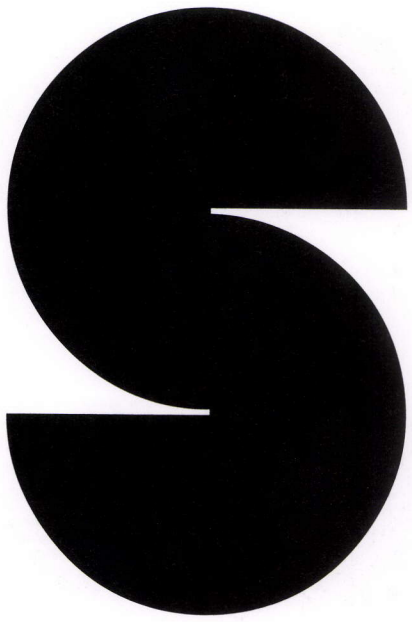
**Reconsa**
Automobile repairs
1979 · Fernando Rión · MX



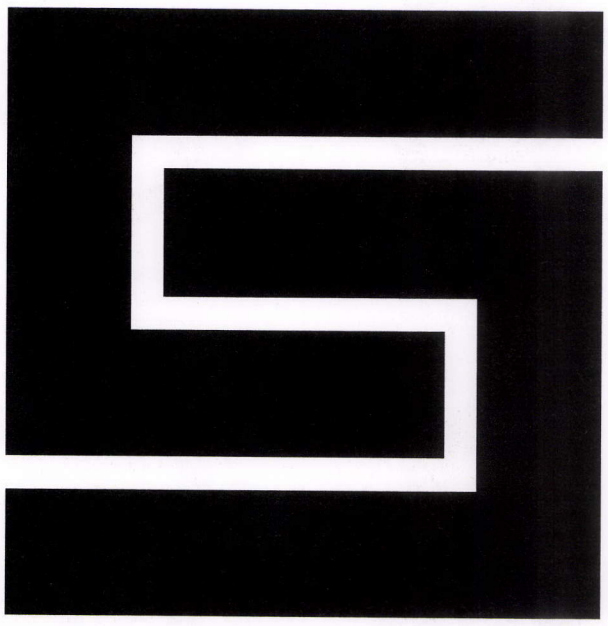
**Real Typographers**
Typesetting
1953 · Bob Gill · US/UK



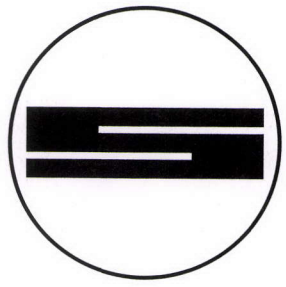
**Sparkasse Berlin**
Bank
1960 · Hans Adolf Albitz · DE



**Sitcap**
Advertising
1956 · Emanuele Centazzo, Sitcap · IT

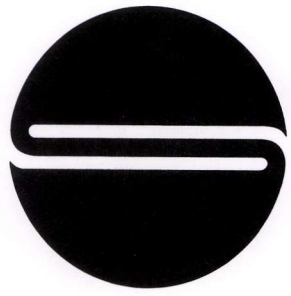


**Spezialbeton**
Cement
1960s · Martz+Bühlmann · CH



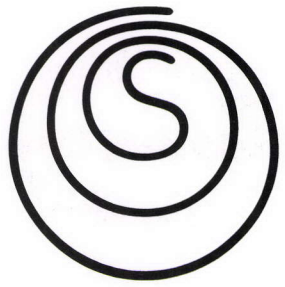
**Fachverlag Schiele & Schön**
Publishing
1970 · Anonymous · DE

**Ed. Suter**
Foods
1969 · Pascal Besson · CH

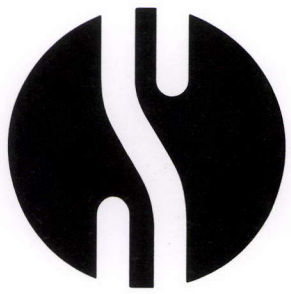


**Sarvis**
Plastics
1967 · Rolf Christianson · FI

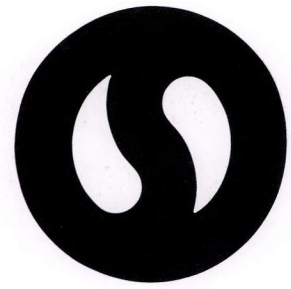
**Style Asia**
1980 · Sudarshan Dheer · IN



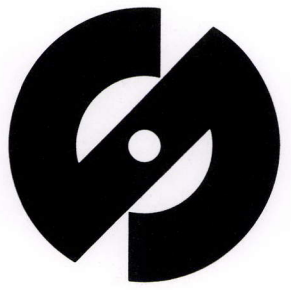
**P.N. Stein**
Mattresses
1965 · Jürgen Förster · DE-GDR



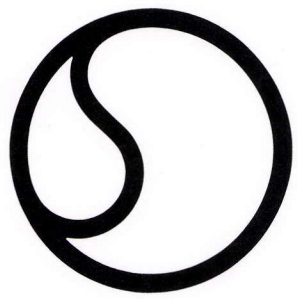
**Däniken**
Cables
1960s · Armin Hofmann · CH



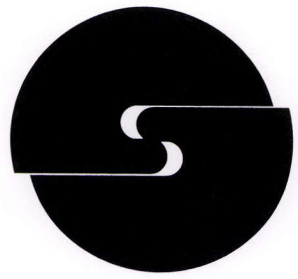
**Sylvapen**
Pens
1965 · Carlos Alberto
Méndez Mosquera · AR



**Spinner Hi-Fi**
Record label
1958 · Peter Megert · CH

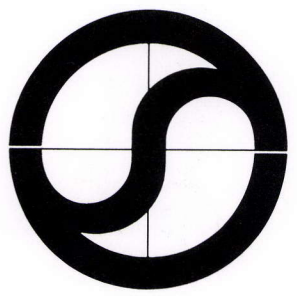


**Schwann-Druck**
Printing
1960s · Niko Müller · DE

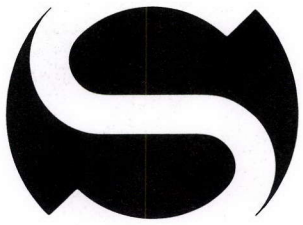


**Western-art**
Communication services
1970 · Jan Jaring · NL

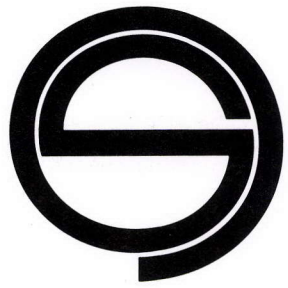
**RFT Rundfunk und Fernsehen**
Electronics
1965 · Erhard Müller · DE-GDR



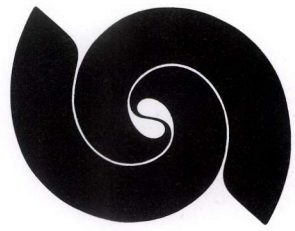
**Société Electro-Navale**
Ship electronics
1969 · Jacques Nathan-Garamond · FR



**Secretariat for Technical Cooperation with Developing Countries**
Aid agency
1969 · Børge Nebel · DK



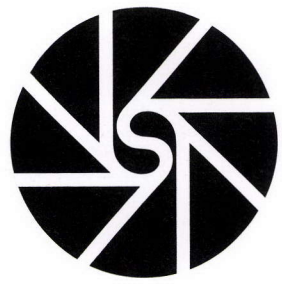
**Max Sandherr**
Packaging
1965 · Peter G. Ulmer · CH



**Saratoga Performing Arts Center**
1970s · Charles Fuhrman · US

**Bathing Facilities**
1980 · Bror B. Zetterborg · FI

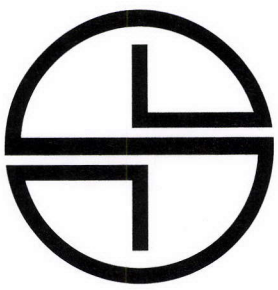
**Sachsenring**
Racing track
1965 · Herbert Prüget · DE-GDR



**Von Siebenthal**
Photography
1950s · Marcel Wyss · CH

**Spectra-Physics**
Lasers and optics
1963 · G. Dean Smith · US

**Sumino**
Machinery
1968 · Takeshi Otaka · JP

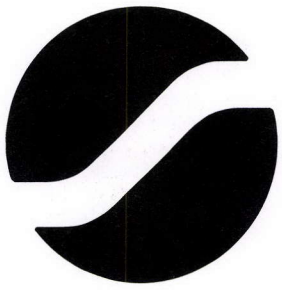


**Stäubli Buchdruck Offset**
Printing
1971 · Hansruedi Scheller · CH

**Surveyor Fund**
Investment
1968 · Tony Russell · US

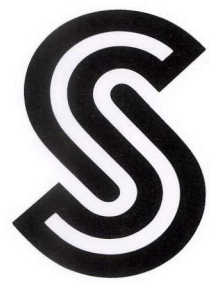
**Max**
Soap
1983 · Fumio Koyoda · JP

**South Shore Mental Health Center**
1970s · Robert Hagenhofer · US



**Segor**
Leather
1977 · Hans E. Scheur · DE

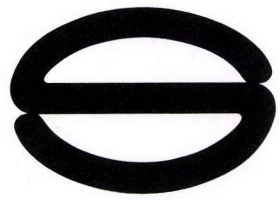
**Stange**
Foods
1963 · Randall R. Roth · US



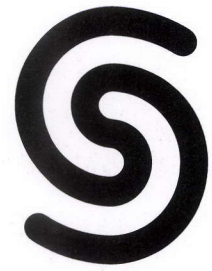
**Schöller-Gruppe**
Weaving
1976 · Othmar Motter · AT

**The Spencer Foundation**
Education research and funding
1973 · Edward Hughes · US

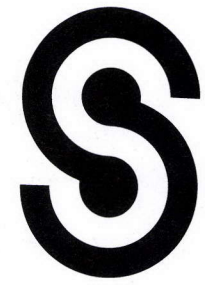
**Scenika PJT**
Theater
1982 · István Szekeres · HU



**H. Schiellerup**
Coffee
1968 · Lund & Lommer · DK



**Ernst Schamong**
Textiles
1972 · Oanh Pham Phu · DE

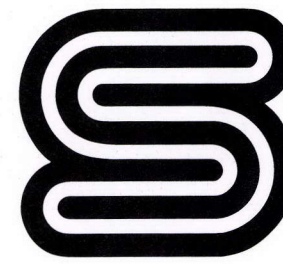


**Schröckel**
1950s · Otto Krämer · CH

**Schoenberg & Schoenberg**
Buttons
1965 · Walter Seifert · DE-GDR

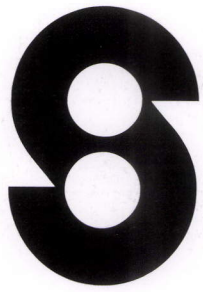
**Staatsverlag**
Publishing
1965 · Herbert Prüget · DE-GDR

**Signum**
Publishing
1970s · Mark & Nevosad · AT



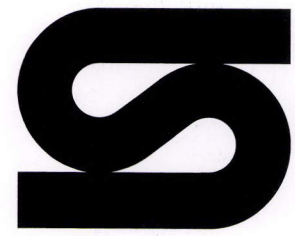
**Sannwald Decken**
Roofer
1982 · Othmar Motter · AT

**Schiersner**
Steel pipe bending
1960s · Mendell & Oberer · DE

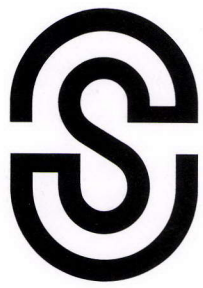


**Süßstoff-Vertriebsgesellschaft**
Foods
1940s · Gust Hahn · DE

**Spagnoli Gallery**
Art gallery
1983 · Angelo Sganzeria · IT

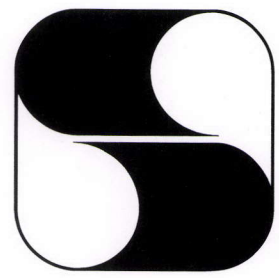


**Sagdos**
Printing
1962 · Piero Sansoni · IT

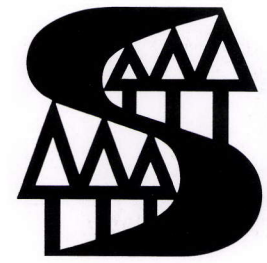


**Schade und Füllgrabe**
Supermarket chain
1971 · Atelier Stadelmann Bisig · CH

**Banca del Sud**
Bank
1980 · Carlo Malerba · IT



**Johann Schwärzler**
Textiles
1979 · Othmar Motter · AT

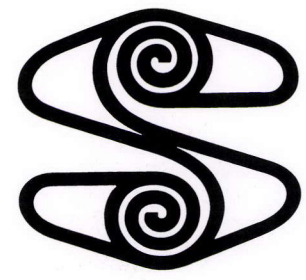


**F. Somaini Straßenbau**
Road construction
1940s · Robert Sessler · CH

**Key Sabinal**
Construction company
1970 · Chermayeff & Geismar · US

**Rank Xerox Copy Department**
Photocopiers
1963 · Marcello Minale,
Brian Tattersfield · UK

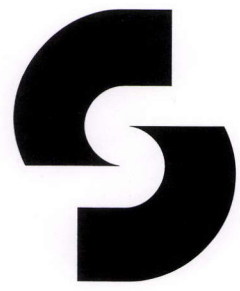
**Salvador Serra**
Photography accessories
1967 · Josep Pla-Narbona · ES



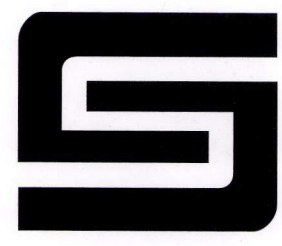
**Schaffhauser Watte**
Cotton
1940s · Robert Sessler · CH

**Scubapro**
Diving equipment
1960 · Frank R. Cheatham/
Porter & Goodman Design · US

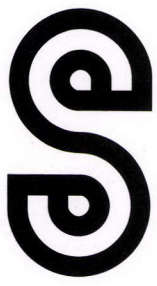
**Sanistål**
Tool supplies
1981 · Adam Moltke · DK



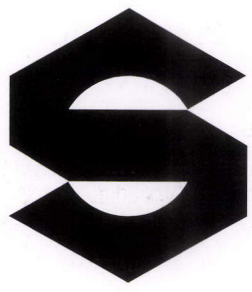
**Congress on Traffic Problems in Europe**
1983 · Velizar Petrov · BG



**Seiberling Tire and Rubber**
1960s · Scherr & McDermott · US

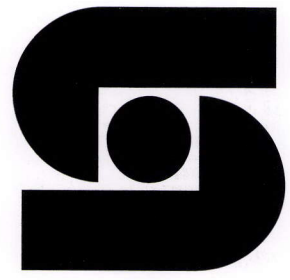


**Edwin H. Stuart**
Typesetting
1965 · Francis R. Esteban · US

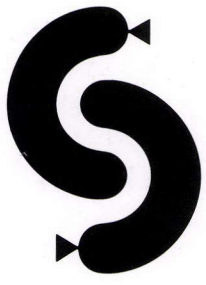


**Sibolt**
1962 · Bruno Monguzzi/
Studio Boggeri · IT

**F. A. Slaney & Co.**
Agriculture
1965 · Friedrich Peter · CA

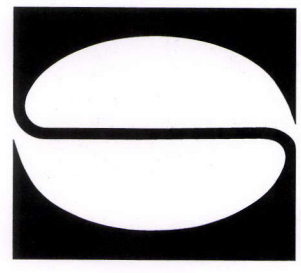


**Simtec**
Measuring instruments
1964 · Ernst Roch/
Design Collaborative · CA

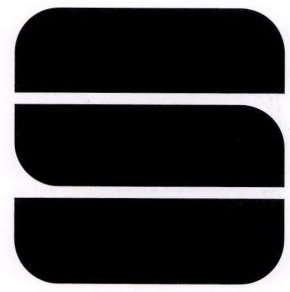


**Signer Metzgerei**
Butcher's shop
1968 · Robert Geisser · CH

**Silver Real Estate**
1963 · Robert Pease · US

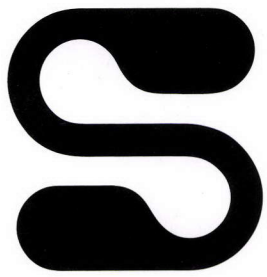


**Sansom Equipment**
Pumps
1965 · J. C. Stackhouse Studios · CA

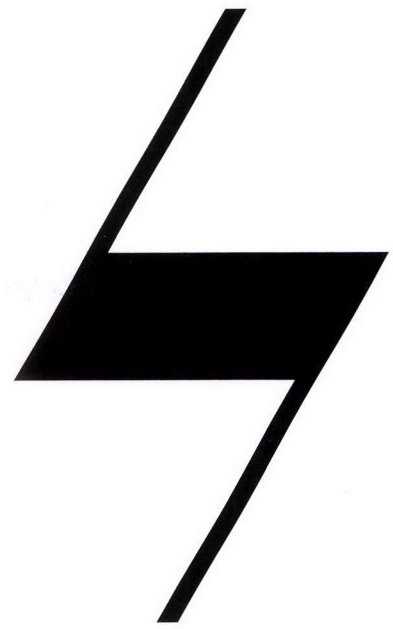


**Software International**
Computer software
1978 · Morfos Diseño · MX

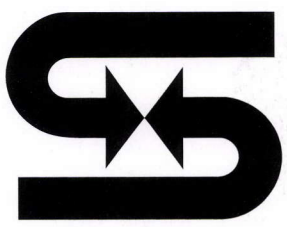
**Stagni Visual Communications**
Design
1964 · Albe Steiner · IT



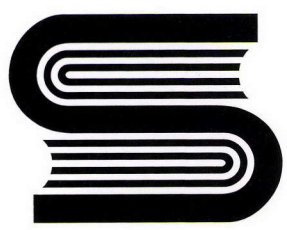
**Systems Professional**
Civil engineering
1968 · Usher & Follis Design · US



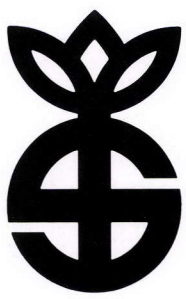
**Standard Electric**
1961 · Ernst Roch/Design Collaborative · CA



**State Testing Laboratories**
1961 · Ted Trinkaus/
Aron & Wayman · US

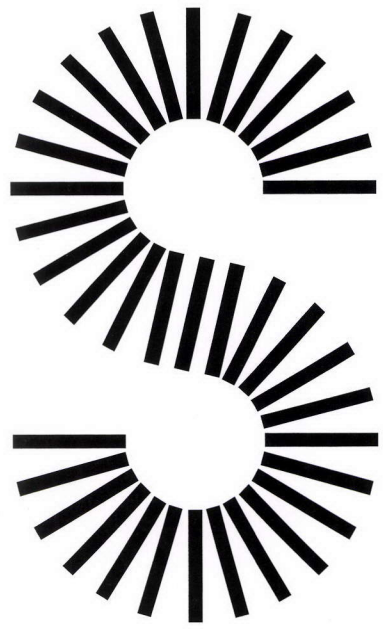


**Shimamura Shuppan**
Publishing
1973 · Makoto Yoshida · JP

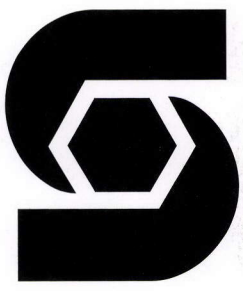


**Satoturve**
Agriculture
1967 · Teuvo Tynkkynen · FI

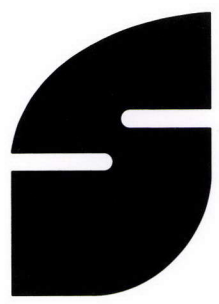
**South Shore Plaza**
Shopping center
1955 · Frederick A. Usher · US



**Selig J. Smith**
Display apparatus
1964 · Tom Woodward · US

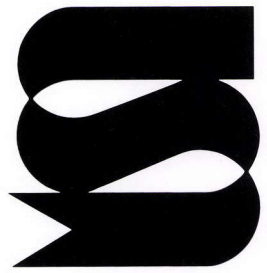


**Stierlin & Co.**
Construction and engineering
1960s · Peter G. Ulmer · CH

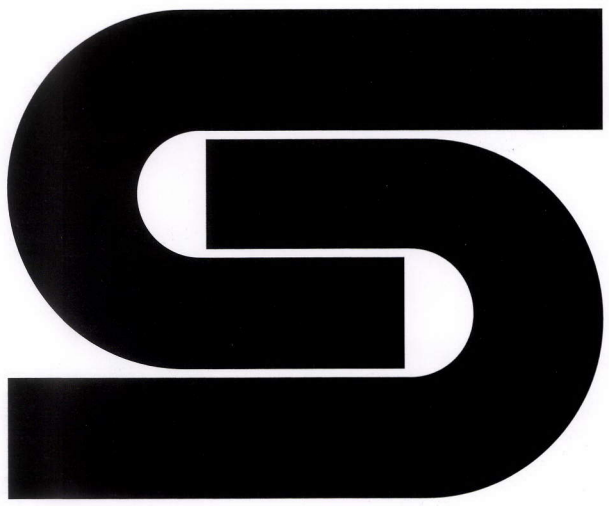


**België Energy**
Energy supplier
1960s · Michel Waxman · BE

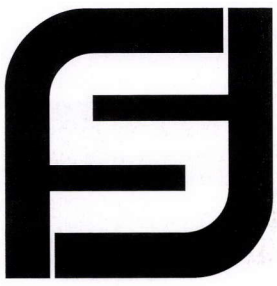
**Shimobe Denshi**
Electronics
1973 · Makoto Yoshida · JP



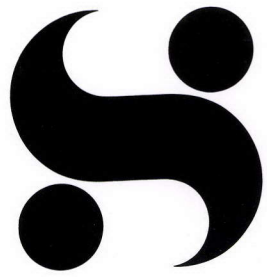
**Stadtgeschichtliches Museum, Wittenberg**
Museum
1965 · Karl Thewalt · DE-GDR



**New Style Industry**
1979 · Kao Yu-Lin · TW



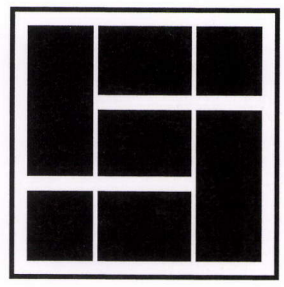
**Fred Sands Realty**
Real estate
1976 · Thomas Ohmer, Tom Wilson · US



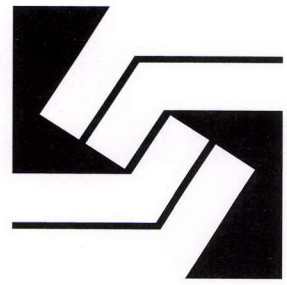
**Scott Paper**
1962 · George Nelson, Hiram Hash · US

**British Steel Corporation**
1968 · David Gentleman · UK

**Shankey Steel Supply**
1970 · Victor Dicristo · US



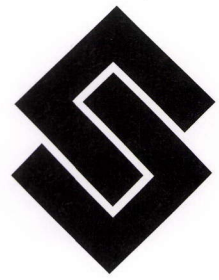
**Arthur Sanders**
Civil engineering
1961 · Henrion Design Associates · UK



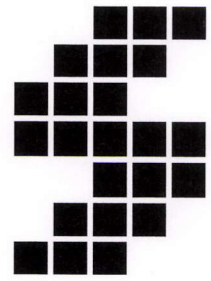
**Hotel Sepias**
1983 · Katsumi Maetani · JP

**Sankei Ad Monthly**
Publishing
1963 · Shigeo Fukuda · JP

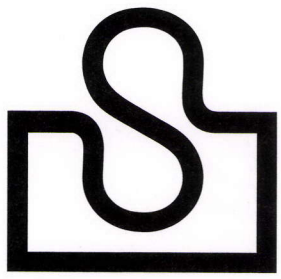
**Seilon**
Industrial services
1969 · James Cross · US



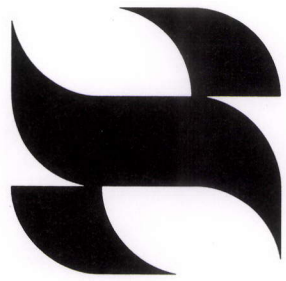
**Speedrack**
Shelving
1966 · Randall R. Roth · US



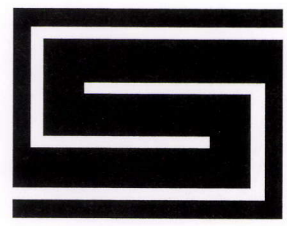
**Serit**
Printing
1977 · Carlo Malerba · IT



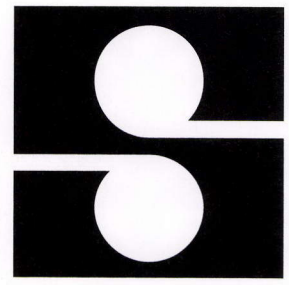
**Stancor**
Furniture
1967 · Hans Kleefeld/
Stewart & Morrison · CA



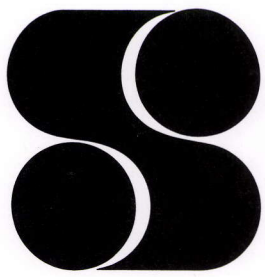
**P. L. Spagnolo**
Furniture
1980 · Marcello d'Andrea · IT



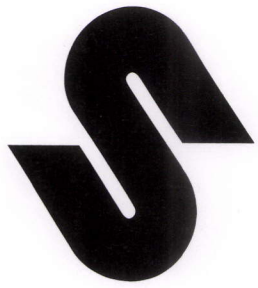
**E. Schulz & Co.**
Laboratory equipment
1965 · Harry Prieß · DE-GDR



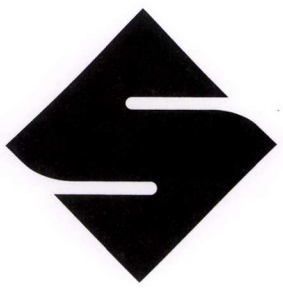
**Stäfa**
Printing
1972 · Hans Hurter · CH



**Stenval**
Dairy products
1966 · Raymond Loewy/CEI · FR

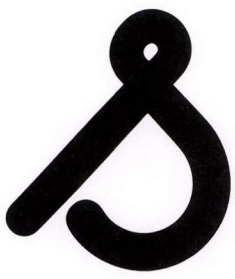


**Sella Nevea**
Ski resort
1978 · Alfredo de Santis · IT



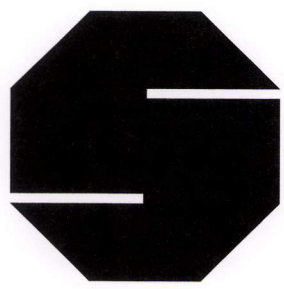
**Schöneck**
Dressings
1960s · Uli Schierle · DE

**Seiyu**
Department stores
1973 · Koichiro Inagaki · JP



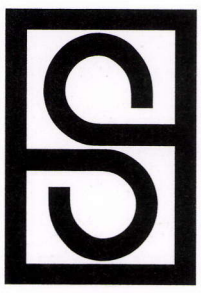
**Ets Recapet**
Foods
1966 · Raymond Loewy/CEI · FR

**Stimo**
Typesetting
1978 · Carlo Calligaris · IT



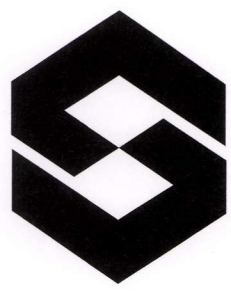
**Moinho Santista**
Textiles
1964 · Alexandre Wollner · BR

**Simplex Piling**
Forklift trucks
1962 · Henrion Design Associates · UK

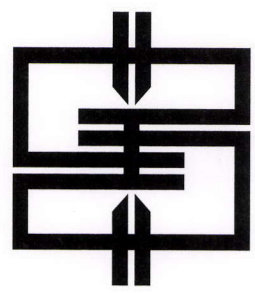


**Summerhill Apartments**
1969 · James Donahue/
Cooper & Beatty · CA

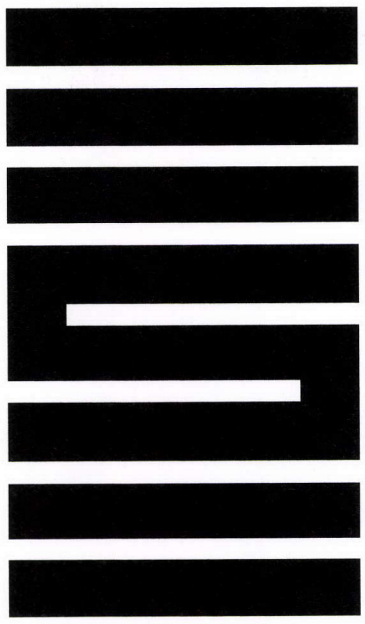
**Security Pacific National Bank**
1966 · Saul Bass & Associates · US



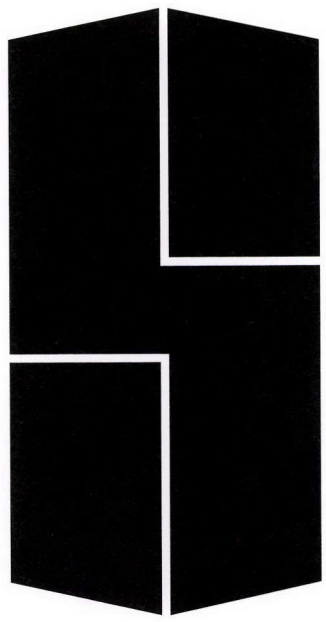
**Showa Technical Institute**
Dental technology
1975 · Toshiaki Takahashi · JP



**ARO**
Welding machinery
1977 · Abram Games · UK

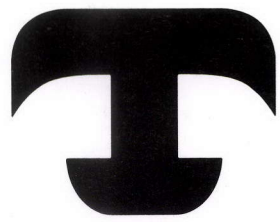


**G. F. Smith & Son**
Security technology
1965 · Eurographics · UK



**Simon Enterprises**
Real estate
1963 · Charles Fuhrman/Robert P. Gersin Associates · US

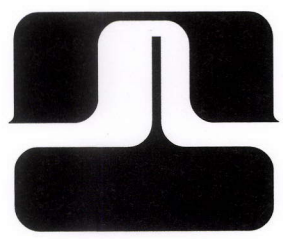
**Schweppes**
Beverages
1963 · Leen Averink · FR/UK



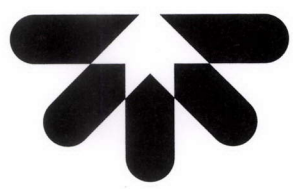
**Tina-Messerfabrik**
Knives
1957 · Klaus Grözinger · DE/CH

**Tel Design Associated**
Design
1967 · Tel Design Associated · NL

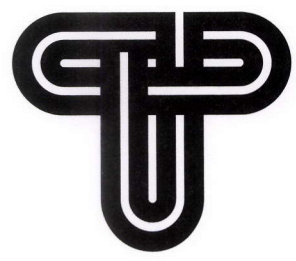
**Tate**
Advertising
1982 · Shizuo Yoneda, Koichi Watanabe · JP



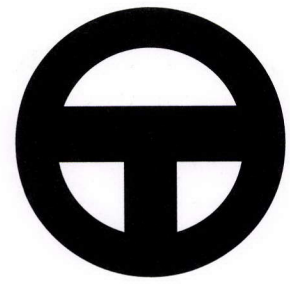
**Trenco**
Textiles
1968 · Louis Swart · NL



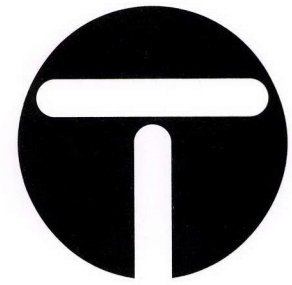
**Tokyo Tomin Bank**
1976 · Shigeo Fukuda · JP



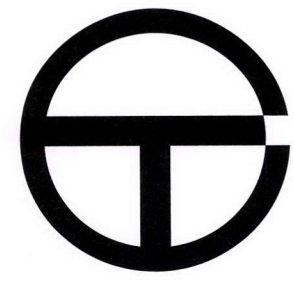
**Tenguya**
Textiles
1979 · Yasaburo Kuwayama · JP



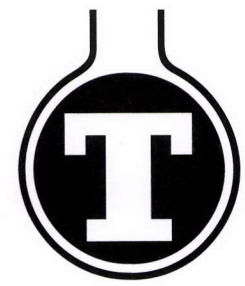
**Terninoss Acciai Inossidabili**
Steel plates
1963 · Sergio Salaroli · IT



**Hong Kong Telephone Company**
Telecommunications
1978 · Henry Steiner · HK

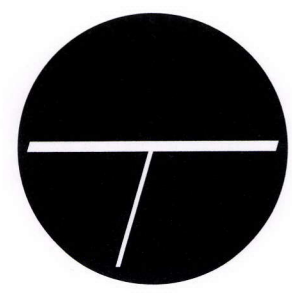


**Tero Corvette**
Racing cars
1968 · James Lienhart/RVI Corp. · US

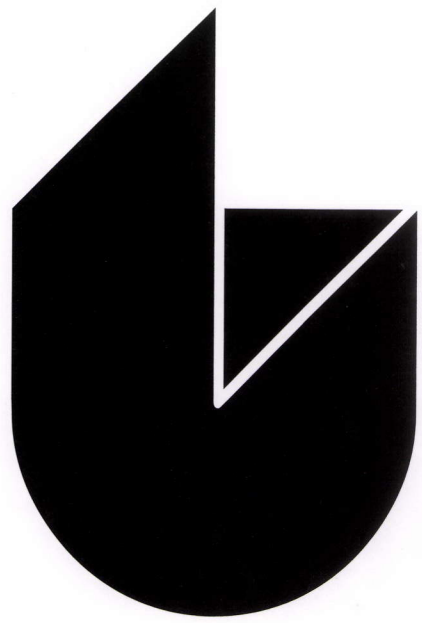


**Taiping Chemical Industry**
1960s · Kenji Ito · JP

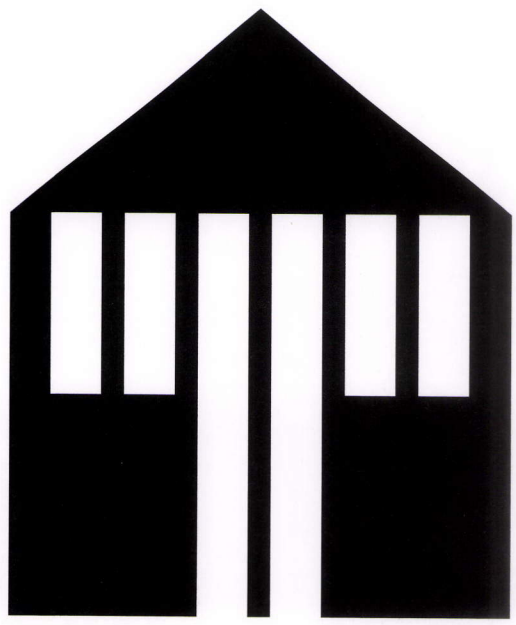
**Transexpress**
Haulier
1969 · Walter Hergenröther · IT



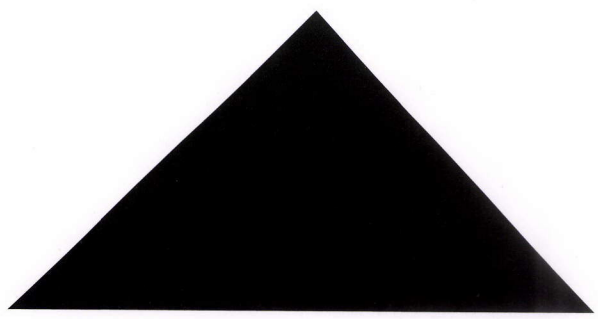
**Bestime**
Watches
1983 · Ove Engström, Kurt Karlsson · SE

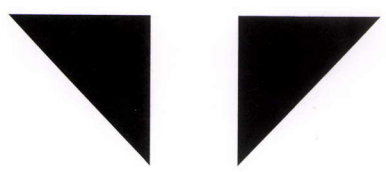


**Tigamma**
Lighting technology
1969 · Silvio Coppola · IT

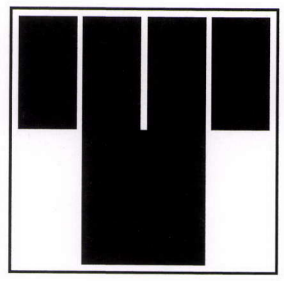


**Takusa**
Real estate
1980 · Sumio Hasegawa · JP

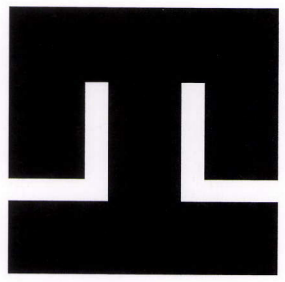




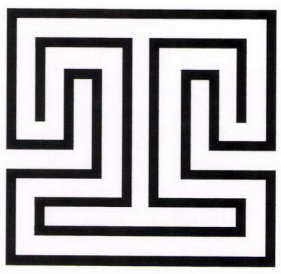
**Texital**
Decoration materials
1966 · Giulio Confalonieri · IT



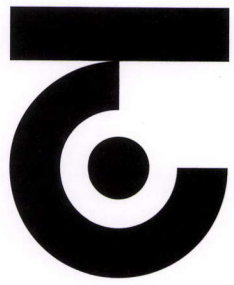
**Amigos del Arte**
Art collectors
1969 · Ribas & Creus · ES



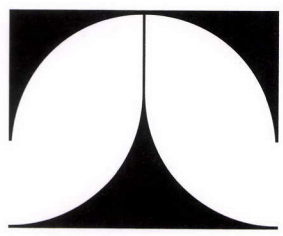
**Thermopac**
Industrial boilers
1978 · Eduardo A. Cánovas · AR



**Kustannus Oy Tammi**
Publishing
1968 · Martti A. Mykkänen · FI

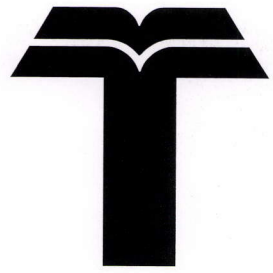


**Tilgmann**
Printing
1968 · Alfons Eder · FI

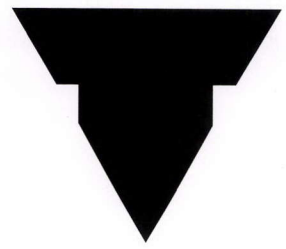


**Tecno**
Furniture
1954 · Roberto Mango,
Osvaldo Borsani · IT

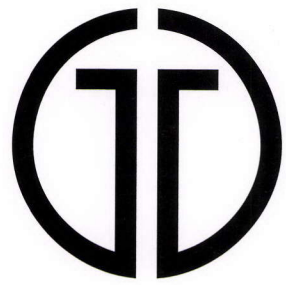
**Top Export**
1981 · Armando Milani,
Maurizio Milani · IT



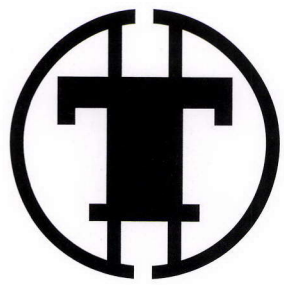
**Stowarzyszenie Tłumaczy Polskich**
Polish translators association
1979 · Tytus Walczak · PL



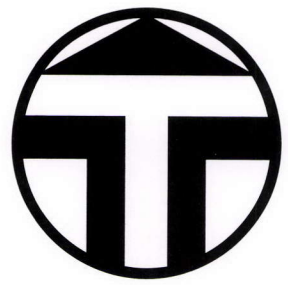
**Tecnes**
Excavation and drilling
1964 · Bruno Monguzzi/
Studio Boggeri · IT



**Tom Green**
1982 · Keith Murgatroyd · UK

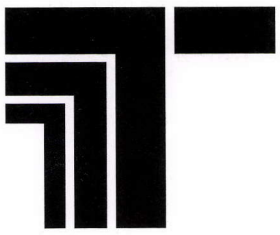


**Iron Foundry**
1960s · Selcuk Oenal · TR

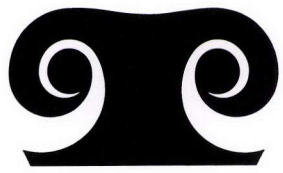


**Grupo Financeiro TAA**
Investment
1967 · Fernando A. T. Rodrigues · BR

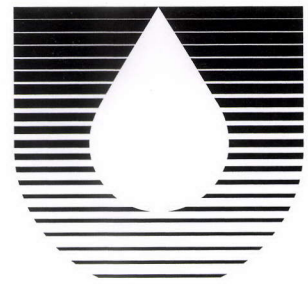
**Titeflex**
Fluid management solutions
1960s · Lester Beall · US



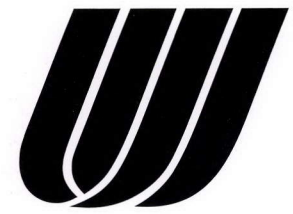
**R. & D. Thiel**
Carpentry
1970 · David L. Burke · US



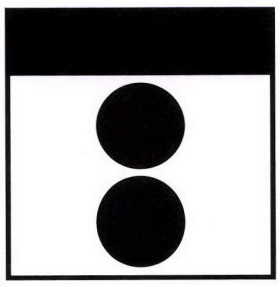
**Tranås Pälsvarukompani**
Furs
1967 · Ove Engström · SE



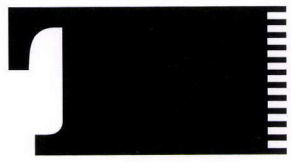
**Office of Energy Coordination**
University of Utah department
1974 · Michael Richards · US



**United Airlines**
1974 · Saul Bass & Associates · US

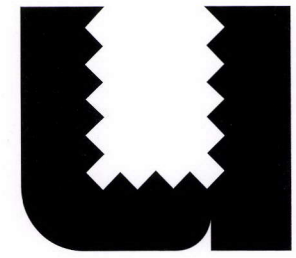


**Trinkaus Bank**
1974 · Walter Breker · DE

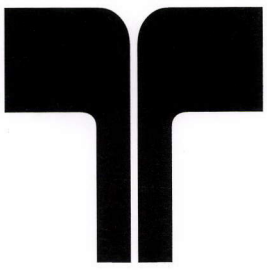


**Toluian**
Carpets
1971 · Silvio Coppola · IT

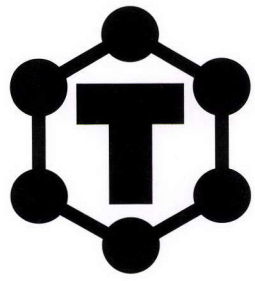
**Urbatique Quebec**
Urban engineering
1969 · Yvon Laroche · CA



**Uyttenhove**
Textiles
1967 · Julian Key · BE

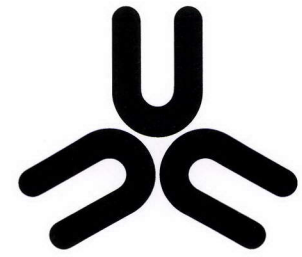


**Thomson International**
Harvesting equipment
1969 · James Cross · US

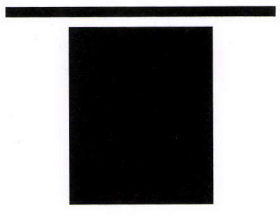


**Tecnoresina**
Plastics
1953 · Nello Diana/Ferri Pubblicità · IT

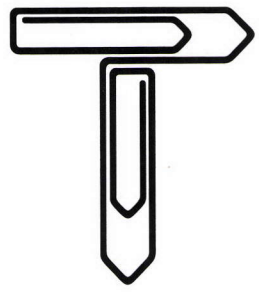
**Unitank Storage Company**
1976 · Kenneth Hollick · UK



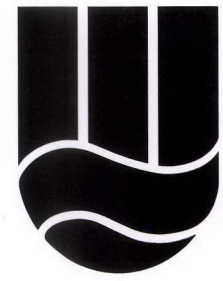
**Unione Fornitori Cancelleria**
Association of stationery suppliers
1980 · Armando Milani,
Maurizio Milani · IT



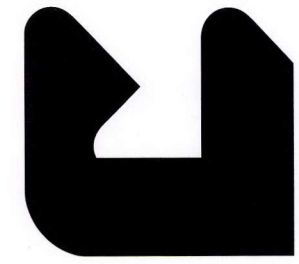
**Trivas**
Furniture
1982 · Ove Engström,
Eva-Lotta Fuhoff · SE



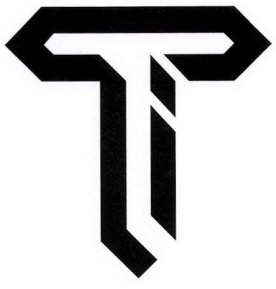
**Kurt Thurnher**
Office supplies
1970 · Othmar Motter · AT



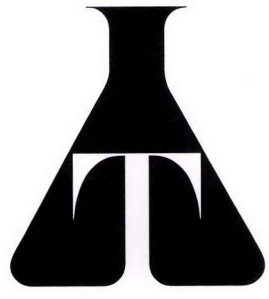
**Taikoo Shing**
Real estate
1980 · Henry Steiner · HK



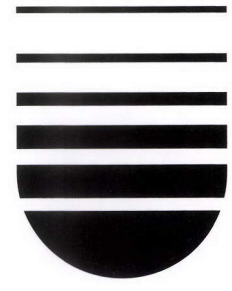
**Unial**
Aluminum
1979 · Ivan Dvoršak · YU



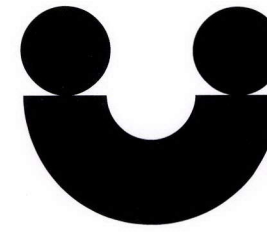
**Transinvest**
Road construction
1982 · Léderer Károly, Sára Ernő · HU



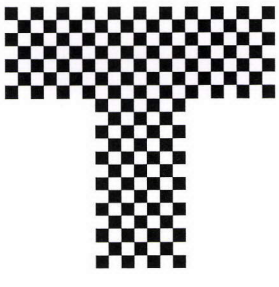
**Chemicals**
1960s · Wojciech Zamecznik · PL



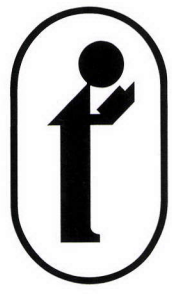
**United Satellite Communications**
Broadcasting
1983 · Philip Gips, Gina Stone · US



**Carnival**
1971 · Félix Beltrán · CU

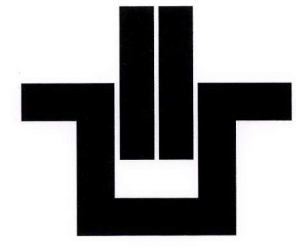


**Taxis Nacionales**
**Ministerio de Transportes**
Taxis
1973 · Félix Beltrán · CU/MX

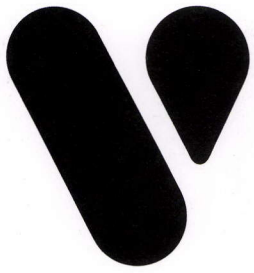


**Treffpunkt Heute**
Publishing
1965 · Gerhard Voigt · DE-GDR

**Comune di Urbino**
City council
1968 · Bert Aureli · IT

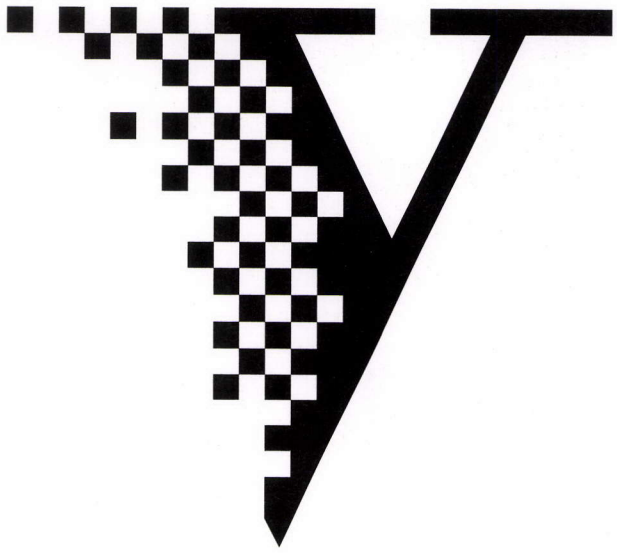


**Colasit**
Electroplating
1960s · René Althaus · CH

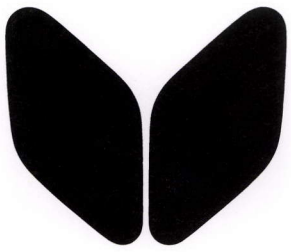


**Van Hospital**
1974 · Giovanni Martirossi · IT

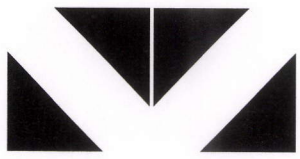
**Trenes Vertebrados**
Public transport
1974 · Elías García Benavides · ES



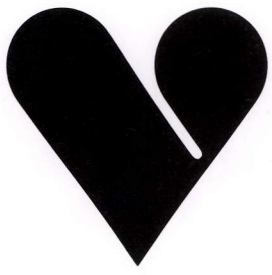
**Verlaine**
Furniture
1983 · George Delany · US



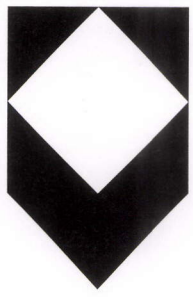
**Ets Vitouy**
Textiles
1967 · Raymond Loewy/CEI · FR



**Vito's Italian Cars**
Imported automobiles
1976 · Conrad E. Angone · US



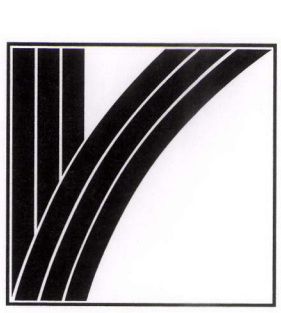
**Boutique Veronika**
Textiles
1980 · Othmar Motter · AT



**Indústrias Villares**
Elevators and electric motors
1970 · João Carlos Cauduro,
Ludovico Antonio Martino · BR

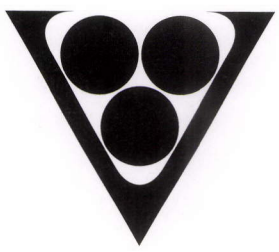
**Veto**
Electronics
1968 · Veniero Bertolotti/Studio 4 · IT

**Valwood Park**
1975 · Jack Evans · US

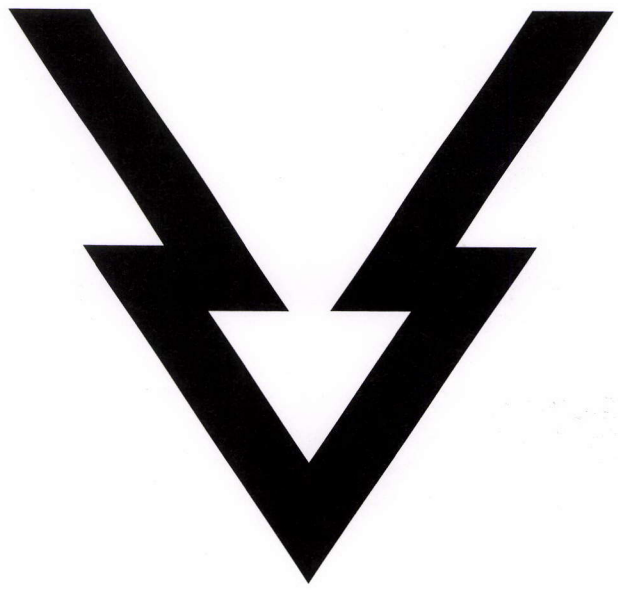


**Peintures Vachon**
1971 · Florent Garnier · FR

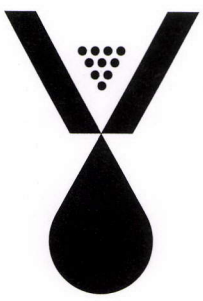
**Veterinaria**
Pharmaceuticals
1940s · Ernst Keller · CH



**Vendorafa**
Jeweler
1970 · Alfredo Troisi · IT

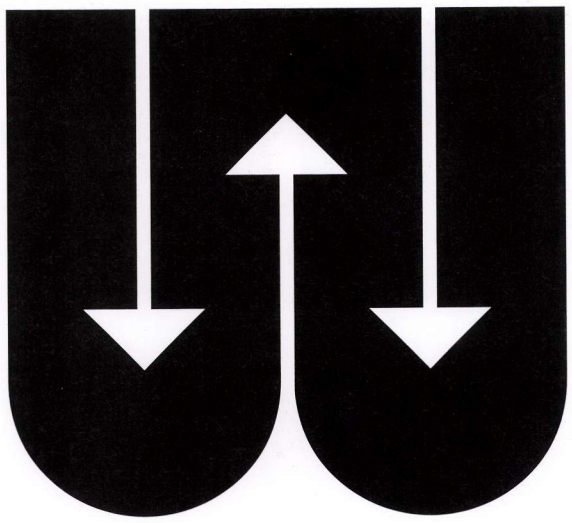


**Victoria**
Electricity
1967 · Félix Beltrán · CU

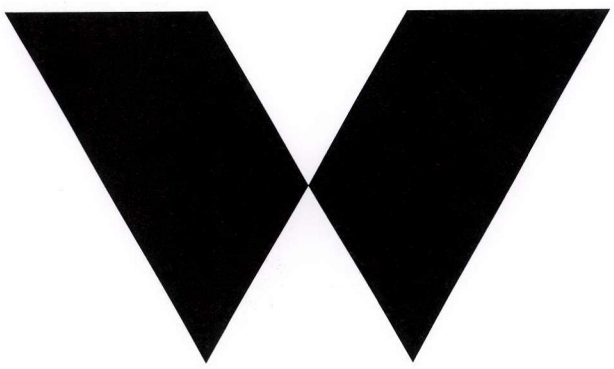


**Vaporette Chemical**
Insect extermination
1963 · Jerald O. Page · US

**Agencia Vengut**
Customs office
1966 · Ribas & Creus · ES

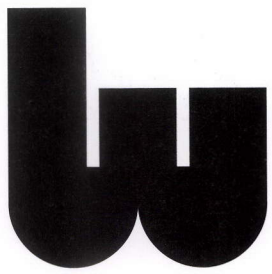


**G. Wegele**
Elevator technology
1963 · Peter Steiner · DE

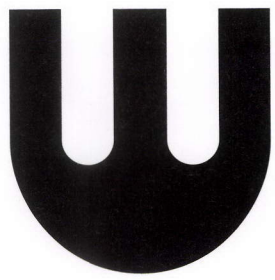


**The Wickes Company**
Kitchens
1970 · John Greiner/Unimark International · US

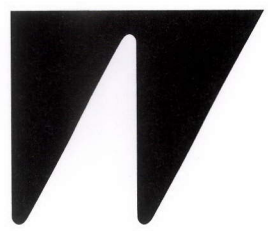
**Warner Communications**
Entertainment group
1972 · Saul Bass & Associates · US



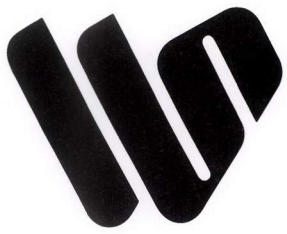
**Walde**
Automobile parts
1960s · Mario Trüb · CH



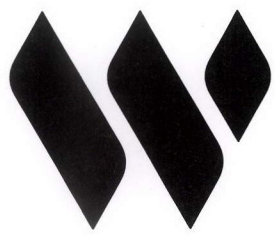
**Westnofa**
Furniture
1960s · Anonymous · NO



**Weir Group of Companies**
Engineering
1963 · Ken Garland · UK

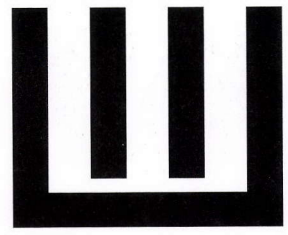


**Wilkin Service**
1973 · Don Goodwin, John Spatchurst/
Nielsen Design Associates · AU

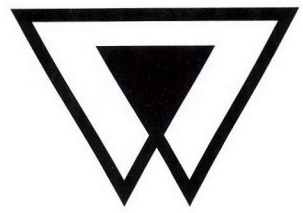


**Wellmart**
Grocery chain
1982 · Hiromi Kuginuki,
Akira Hirata, Koji Mori · JP

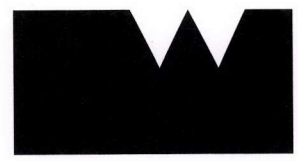
**Smalteria Metalurgica**
Metalworks
1973 · Heinz Waibl · IT



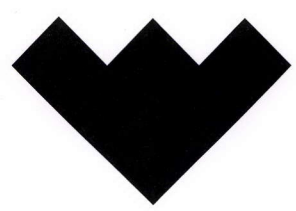
**Wamsley Construction**
Construction company
1975 · Conrad E. Angone · US



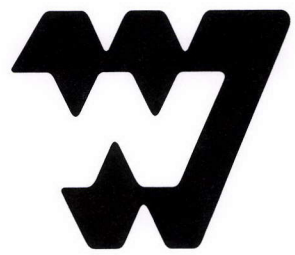
**Advertising**
1950s · Gust Hahn · DE



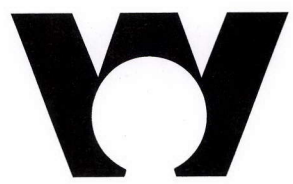
**C. P. Wakefield**
Advertising
1964 · Marcello Minale,
Brian Tattersfield · UK



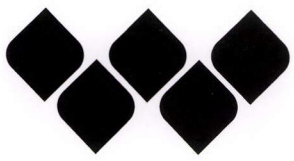
**Weatherford International**
Oil and gas
1980s · Kenneth R. Cooke,
Robert Wolf · US



**Wanner**
Excavators
1981 · Peter G. Ulmer · CH



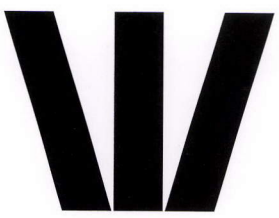
**Grand Union Company**
Grocery stores
1979 · Milton Glaser · US



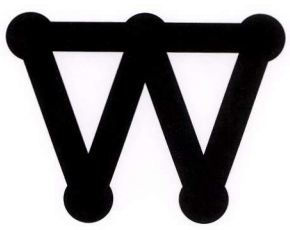
**Wima-Produkte**
Naturopathy
1967 · Robert Geisser · CH

**Wings Shirts**
Clothing
1982 · Diana Graham · US

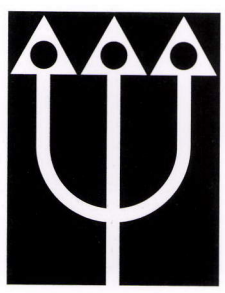
**West Racing Cars**
Racing team
1983 · Sogen Onishi · JP



**Warwick**
Chemicals
1965 · Théodore Stamatakis/
Créations Stama · FR

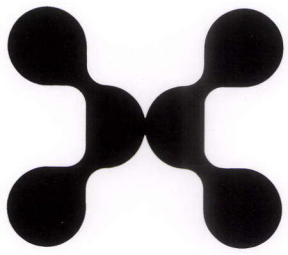


**Ralph Whitehead & Associates**
Engineering
1975 · Joe Sonderman · US



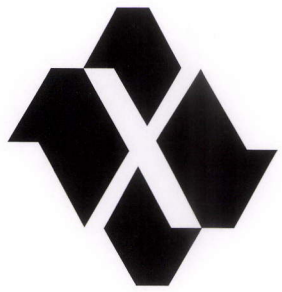
**Trident Research & Development**
1968 · Leslie Smart · CA

**Royale Belge**
Insurance
1968 · Julian Key · BE



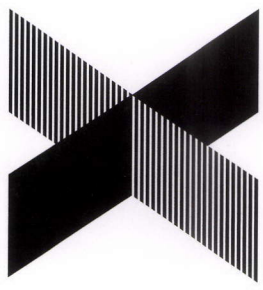
**Ken'ichi Hirose's Design Office**
1974 · Ken'ichi Hirose · JP

**Xpos**
Exhibition
1970 · Félix Beltrán · CU

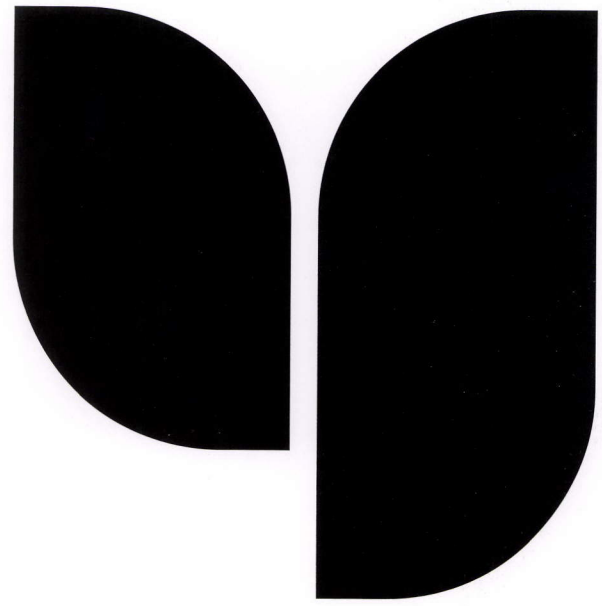


**Xerox Educational Center**
Education for printing technology
1971 · PVDI · BR

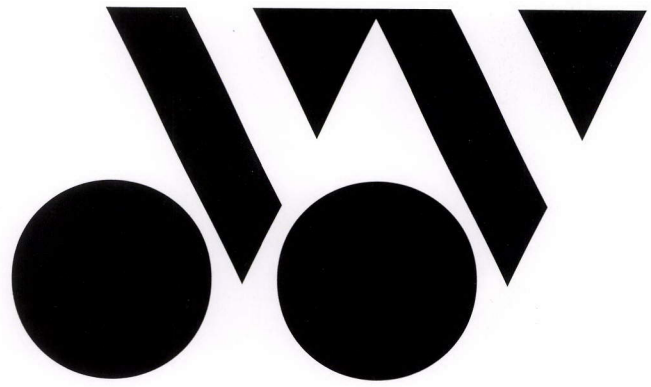
**Art Hall**
1971 · Pal Horváth · BE



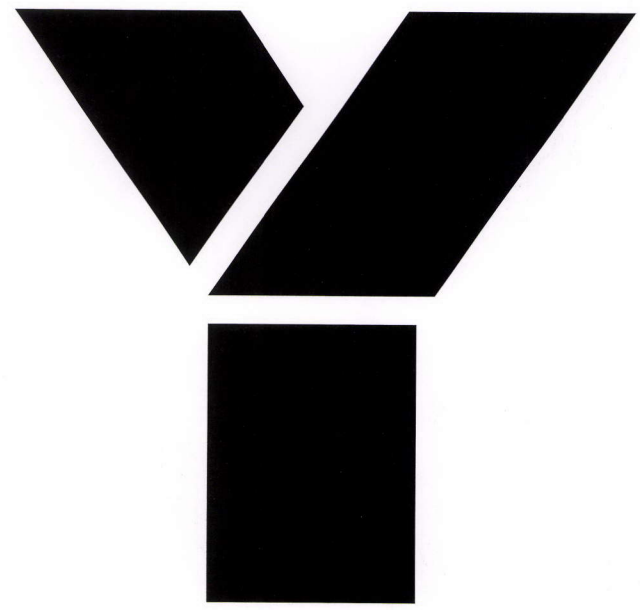
**Design Built Exhibits**
1975 · George Tscherny · US



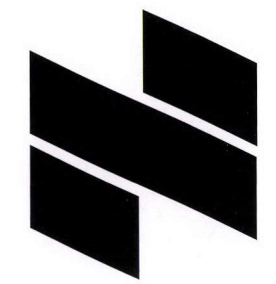
**Yuasa Beauty Parlor**
Cosmetics
1977 · Masaaki Ishii · JP



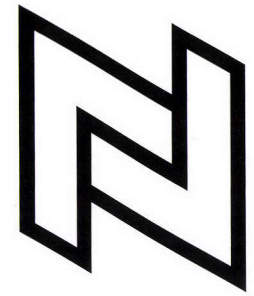
**Yonex**
Sports equipment
1975 · Takahisa Kamijyo · JP



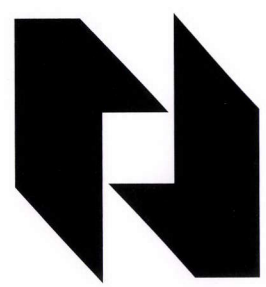
**Kenneth Yost**
Industrial design
1970 · David L. Burke · US



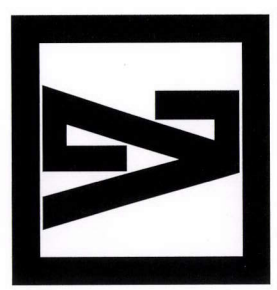
**Volker Zahm Werbeagentur**
Advertising
1960s · Volker Zahm · DE



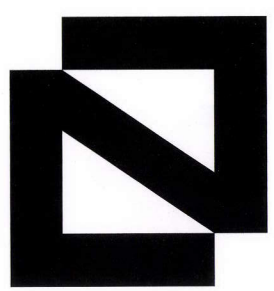
**Zerowatt**
Electronics
1977 · Armando Milani, Maurizio Milani · IT



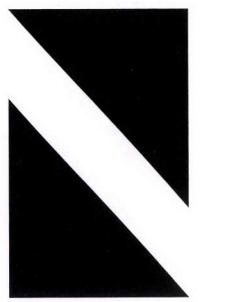
**Zürcher Ziegeleien**
Bricks
1963 · Jörg Hamburger · CH



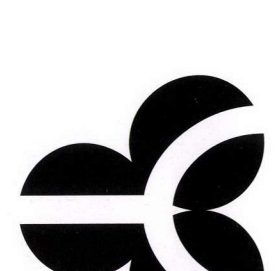
**Zubler Annoncen**
Advertising
1951 · Armin Hofmann · CH



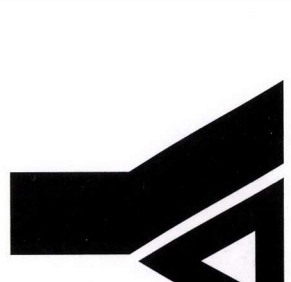
**Zingg**
Furniture
1962 · Werner Mühlemann · CH



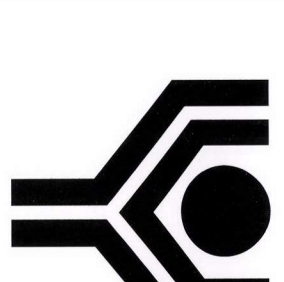
**Zyma Medizin**
Pharmaceuticals
1970 · Hansruedi Widmer/ Devico AG · CH



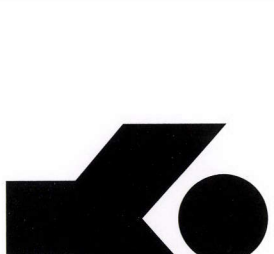
**Zodiak Hospitals**
1984 · Brijen Thakkar · IN



**Zimmermann Violinen**
Musical instruments
1966 · Kurt Wirth · CH



**Zindler Rotationsdruck**
Printing
1940s · Paul E. Weise · DE



**Zakłady Przem Zapałczanego**
Matches
1960 · Ryszard Sidorowski · PL

**Ring Railway**
Transportation
1980 · S.M. Shah · IN

**Zentral-Wäscherei**
Laundry
1962 · Donald Brun · CH

**Working with typefaces requires constant involvement with non-representational fonts. When asked to design a logo, anyone who deals with letters of the alphabet faces a challenge, because trademarks are often built on letters of one shape or another.**
Adrian Frutiger

**Die Beschäftigung mit Schrift bedingt eine ständige Auseinandersetzung mit den ungegenständlichen Buchstabenformen. Wer mit dem Zeichen »Buchstabe« umgeht, fühlt sich herausgefordert, wenn er ein Signet zeichnen soll, sind doch Markenzeichen oft auf Buchstabenformen aufgebaut.**
Adrian Frutiger

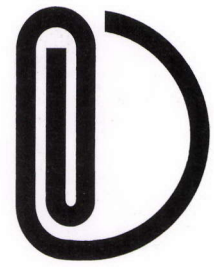
**Le travail sur l'écriture exige une confrontation permanente avec les formes abstraites des lettres. Lorsqu'il doit dessiner un insigne, celui qui travaille avec le signe «lettre» relève un défi particulier dans la mesure où les marques commerciales sont souvent basées sur des formes de lettres.**
Adrian Frutiger

# Lettres ouvertes

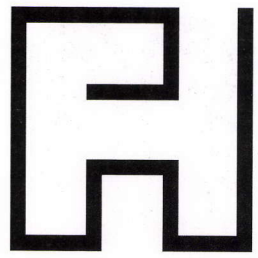
# Offene Buchstaben

# Opened-up Letters

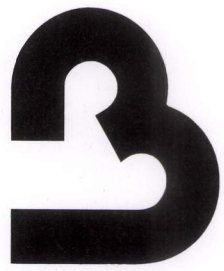
**Alesia Schweizer**
Automobiles
1961 · Amand Domènech · ES



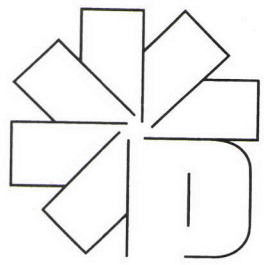
**Dimati France**
Office supplies
1960s · Ruut van den Hoed · US



**Felix Hungerbühler**
Bookstore
1962 · Robert Geisser · CH

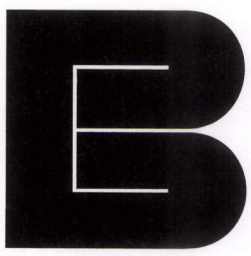


**Barazzoni F.lli**
Kitchens
1968 · Ennio Lucini · IT



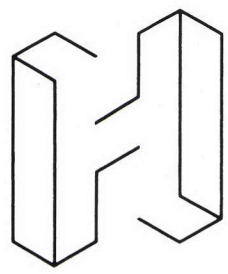
**H. Dold & Co.**
Paints
1970s · Christian Lang · CH

**Gehkens Electrotechniek**
Electronics
1978 · Hans Hartzheim · NL



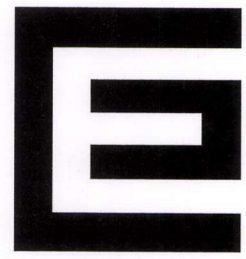
**European International Banks**
1973 · Heinz Schwabe · DE

**Banque Epargne Croissance**
Bank
1971 · Hans Troxler/
Delpire-Advico · CH

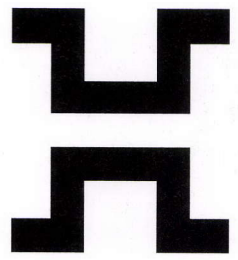


**Walter Horn Architekten**
Architecture
1977 · Herbert Wenn · DE

**Concord Films**
Film production
1977 · Fernando Rión · MX

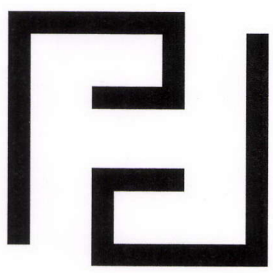


**Element**
Construction company
1960s · Marcel Wyss · CH

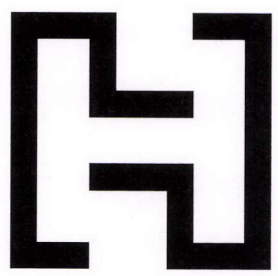


**Hotel Henequen**
1975 · Félix Beltrán · CU/MX

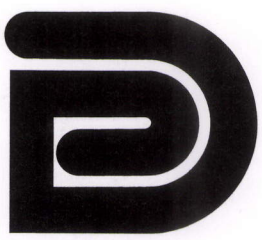
**Kulturmarkt Dillingen**
Cultural association
1980 · Dieter Urban · DE



**Franz Fässter**
Electronics
1965 · Kurt Stadelmann · CH

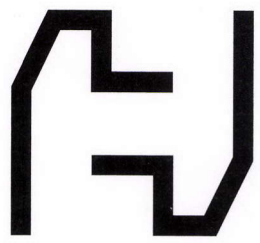


**Helaby**
Import-export
1975 · Chermayeff & Geismar · US

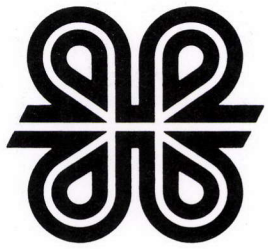


**Duquette Plumbing**
1977 · Terry Lesniewicz,
Al Navarre · US

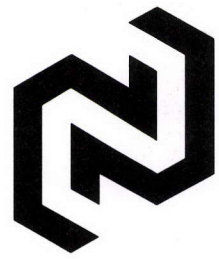
**Flughafen-Restaurant Zürich**
Airport restaurant
1967 · Jörg Hamburger · CH



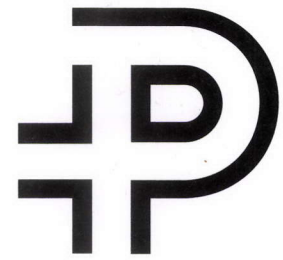
**Construction Company**
1976 · Bruno K. Wiese · DE



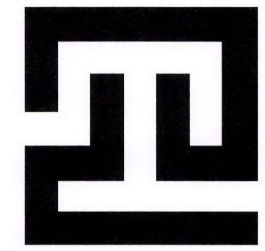
**Hutzler**
Packaging
1974 · Ruut van den Hoed · US



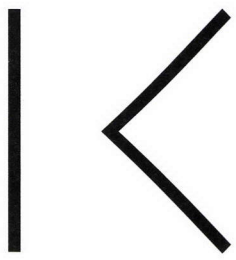
**Museum für Naturgeschichte, St. Gallen**
Natural history museum
1976 · Jost Hochuli · CH



**Policlínica Geral do Rio de Janeiro**
Healthcare
1960s · Aloísio Magalhães/PVDI · BR



**Thornton**
Drawing instruments
1964 · Norman Stevenson,
Harry Ward · UK

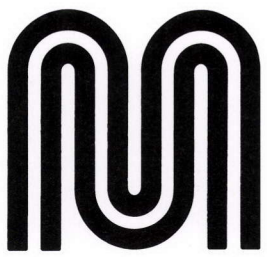


**Koller Werbeagentur**
Advertising
1960s · Rolf Koller · CH

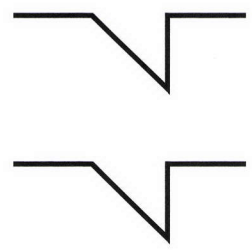
**Neográfica**
Printing
1978 · Reynaldo Da Costa · VE

**Le Panneau Magnétique**
Magnetic advertising panels
1967 · Jacques Nathan-Garamond · FR

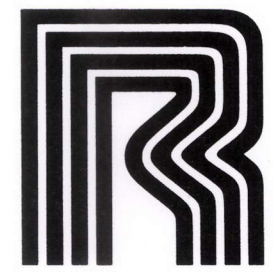
**Sinuhe**
Travel agency
1972 · Manfred Wutke · DE



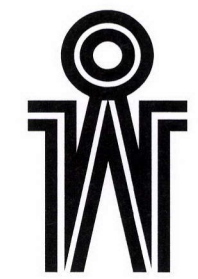
**Marzari Artegrafica**
Printing
1970 · Walter Ballmer · IT



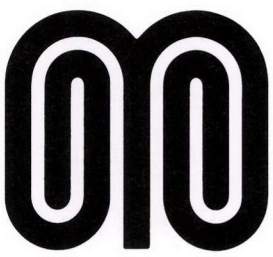
**Nishiki Printing**
1967 · Hiroshi Ohchi · JP



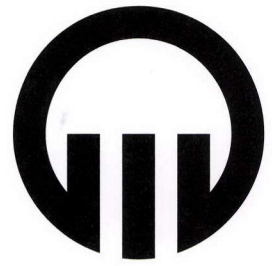
**Construction Company**
1970 · Ekkehart Rustmeier · DE



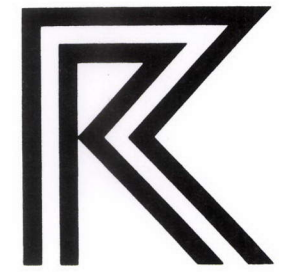
**Nuevo Teatro Ofelia Woloshin**
Theater
1967 · Claude Dietrich · PE



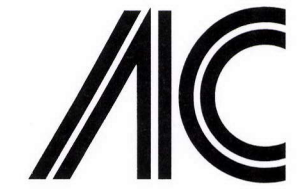
**Max**
Towels
1978 · Fumio Koyoda · JP



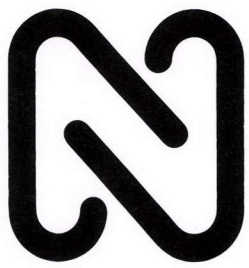
**Ovidio Moro**
Construction company
1975 · José Santamarina /
Elias & Santamarina · ES



**Rakuzanso**
Sporting goods
1983 · Masakazu Tanabe · JP

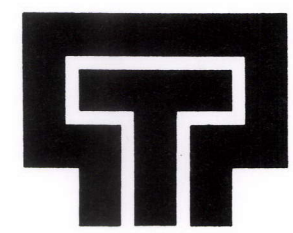


**Architecture Concept**
Magazine
1968 · Jean Morin · CA

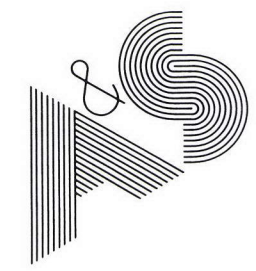


**Nishida Seisakusho**
Ceramics
1983 · Kazuharu Fuji · JP

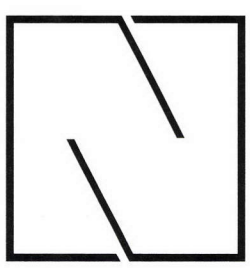
**Tyryggue System**
1982 · Hans Kündig · SE



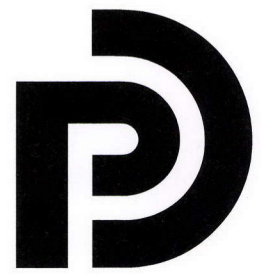
**Ministerio del Trabajo**
Ministry of labor
1979 · Félix Beltrán · CU/MX



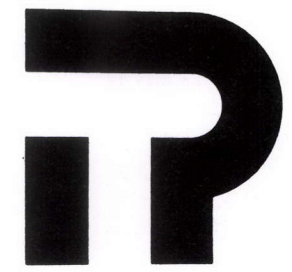
**Abraham & Straus**
Department store
1979 · Tom Geismar/
Chermayeff & Geismar · US



**Newton Publishing**
1968 · William Newton · CA

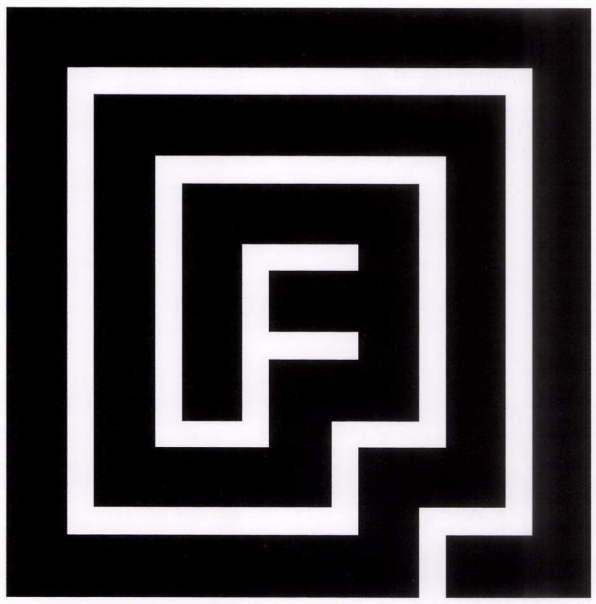


**Clichy Plastugil**
Plastics
1965 · Jacques Nathan-Garamond · FR

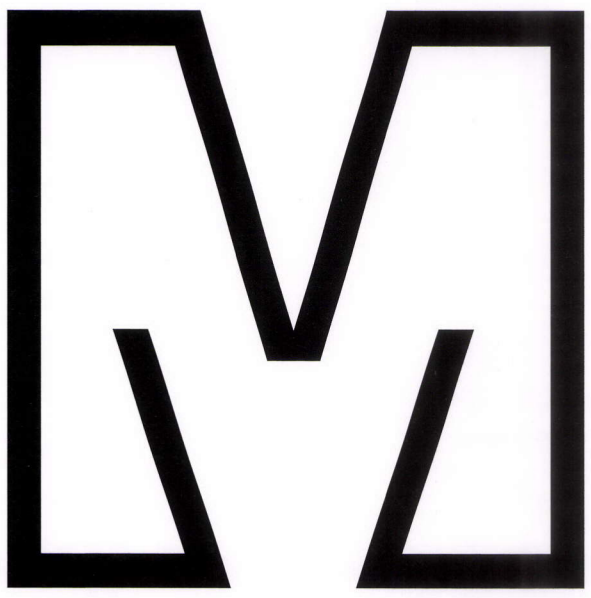


**Totani Insasu**
Printing
1979 · Yukishia Takakita · JP

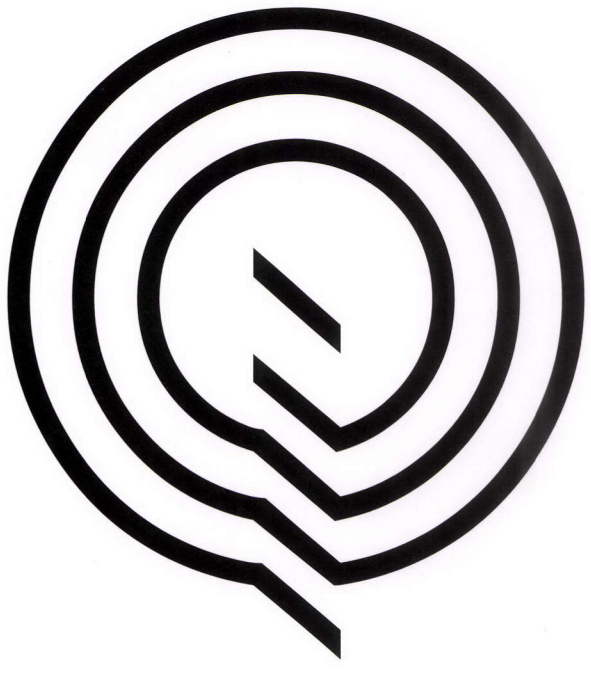
**Associazione Agenzie Italiane Pubblicità**
Association of advertising agencies
1966 · Amleto Dalla Costa · IT



**Findex**
Computer systems
1978 · Jean-Claude Müller · US



**Mensch & Company**
Paints
1960s · Armin Hofmann · CH

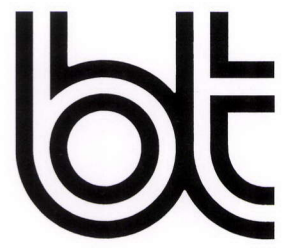


**Grupo Renovación**
Institute of sociology
1970 · Álvaro Sotillo · VE

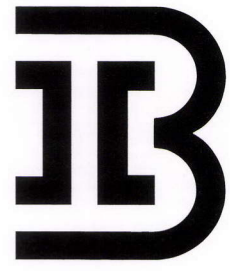
**A.N.D.A.**
Administrators association
1972 · Walter Ballmer · IT

**Aero Revue**
Magazine
1969 · Igildo Biesele · CH

**Ahmedabad Municipal Transport Service**
1960s · Girish R. Patel/
National Institute of Design · IN



**British Tissues**
1976 · Kenneth Hollick · UK

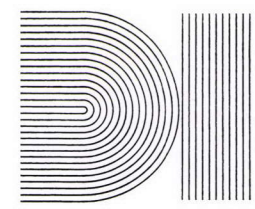


**Banco de Italia y Río de la Plata**
Bank
1970s · Chermayeff & Geismar · US

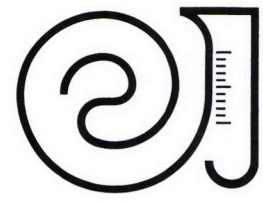
**CP**
Broadcasting
1976 · Nikola Nikolov · BG

**Conicit**
Council for technical research
1970 · Gerd Leufert · VE

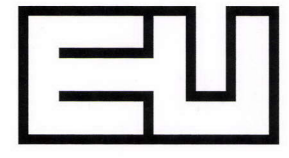
**Cable Review**
Magazine
1971 · Crosby, Fletcher, Forbes · UK



**Dionisio Ielli**
Audio equipment
1969 · Riccardo Voglino/Studio B · IT



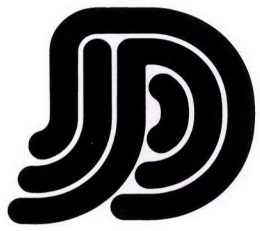
**Ecolco**
Environmental consulting
1973 · Massimo Dradi · IT



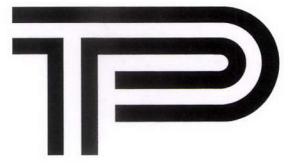
**Eurocartera**
Finance
1971 · Julián Santamaría · ES

**Flexform**
Furniture
1969 · Pino Tovaglia · IT

**Financial Times**
Newspaper
1969 · Henrion Design Associates · UK

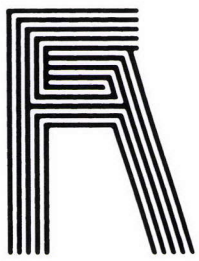


**Maison du Jardin-Day**
Textiles
1972 · Michel Rubens · BE

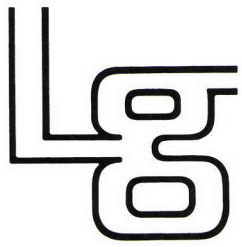


**Toyota Publica**
Automobile
1961 · Ikko Tanaka · JP

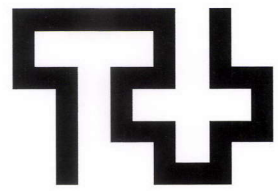
**Abcisa Barcelona**
Electronics
1969 · Arcadi Moradell Bosch · ES



**Fitness America Books**
Publishing
1975 · Lanny Sommese · US



**Longmans, Green Group**
Publishing
1969 · Henrion Design Associates · UK

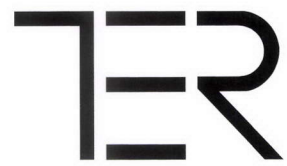


**Technicum**
Art school
1974 · Jean-Claude Müller · US

**Vallesusa**
Textiles
1970 · Silvio Coppola · IT

**Gerald E. Thomas**
1973 · David Leigh · US

**Maria Borucki**
Travel agency
1968 · Oanh Pham Phu · DE



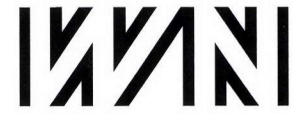
**Toby E. Rodes Consultants**
Business consultancy
1960s · Humbert+Vogt · CH

**Westminster Press**
Publishing
1969 · Henrion Design Associates · UK

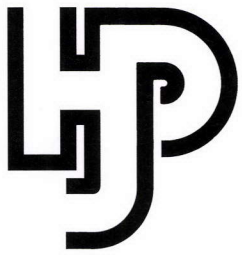
**Great Western Racing**
Racing team
1979 · Thomas Ohmer,
Bruce Dobson · US

**Marui**
Department stores
1974 · Tetsuo Miyahara · JP

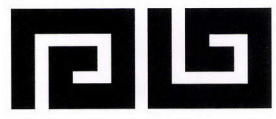
**Tequipment**
Education
1976 · Keith Murgatroyd,
Tony Forster · UK



**Wolters-Noordhoff**
Publishing
1967 · Otto Treumann · NL

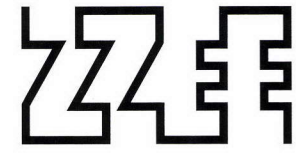


**Hjamar Pettersson**
1975 · Hans Kündig · SE

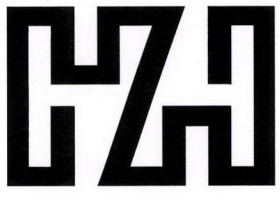


**Paul Binder**
Goldsmith
1950s · Otto Krämer · CH

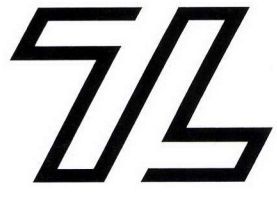
**Vallecchi Editore**
Publishing
1973 · Mimmo Castellano · IT



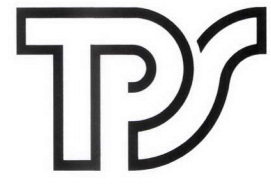
**Zavod Za Ekonomske**
Institute for economic research
1981 · Miloš Ćirić · YU



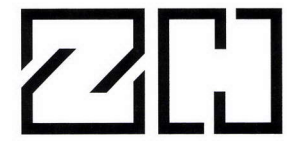
**Von Holzen und Hügin**
Air-conditioning
1970 · Atelier Stadelmann Bisig · CH



**Legler**
Textiles
1960s · Jörg Hamburger · CH



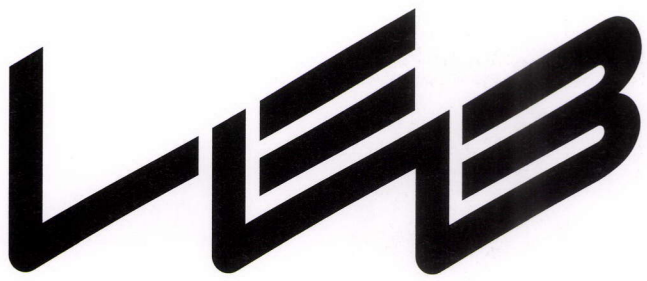
**Trade Promotion Services**
Exhibition management
1971 · John Gibbs, Ben John/
Unit Five Design · UK



**Zaegel Held**
Heating technologies
1979 · Rudi Meyer · FR

# London Electricity Board

1970 · Henrion Design Associates · UK



**FHK Henrion** (1914–1990) was one of the most important British designers. Born in Germany, in 1936 he moved to London where he first attracted attention for his work for the magazine *Harper's Bazaar*. From the 1950s onwards he became increasingly involved in the field of corporate design and took on commissions from companies including the Dutch airline KLM. Henrion was an active member of international design associations such as the International Council of Graphic Design Associations (ICOGRADA) and Alliance Graphique Internationale (AGI).

**FHK Henrion** (1914–1990) war einer der bedeutendsten britischen Grafikdesigner. Der gebürtige Deutsche zog 1936 nach London und erregte mit seinen Arbeiten für das Magazin *Harper's Bazaar* erste Aufmerksamkeit. Ab den 1950er-Jahren arbeitete er verstärkt im Bereich Corporate Design und prägte u. a. über Jahrzehnte das Design der niederländischen Airline KLM. Henrion engagierte sich aktiv in internationalen Design-Verbänden wie ICOGRADA (International Council of Graphic Design Associations) und AGI (Alliance Graphique Internationale).

**FHK Henrion** (1914–1990) a été un des plus importants designers britanniques. D'origine allemande, il s'installe à Londres en 1936 et se fait d'abord remarquer par son travail pour le magazine *Harper's Bazaar*. À partir des années 1950, il recentre son activité principale sur le corporate design et marquera notamment pendant plusieurs décennies le design de la compagnie aérienne hollandaise KLM. Henrion s'est investi activement dans des associations internationales de design comme ICOGRADA (International Council of Graphic Design Associations) et AGI (Alliance Graphique Internationale).

The London Electricity Board was a public-sector company founded in 1948 to supply power to the British capital. At the same time, the LEB became one of the leading suppliers of electrical goods, which it retailed in its own 76 shops. In 1969 Henrion Design Associates was contracted to produce a study of the government organization's corporate identity and came up with two possible ways to revamp the LEB's outdated and inconsistent public image. A new logo and an integrated corporate design system were introduced in 1970. The system was documented in a manual of 100-plus pages, which was also a comprehensive guide on how it could be applied to everything from neon signs to electricity bills. In the wave of privatization that swept across the United Kingdom in the 1990s, the LEB was broken up and sold to an international corporation.

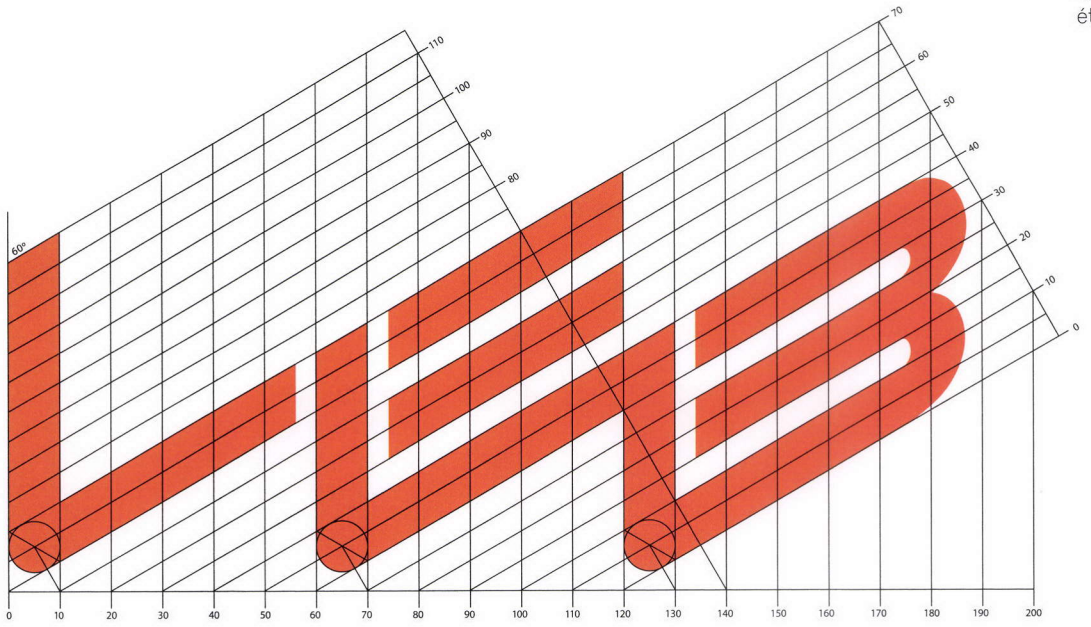
Der London Electricity Board wurde 1948 als staatliche Einrichtung für die Stromversorgung der britischen Hauptstadt gegründet. Daneben entwickelte sich LEB auch zum größten Anbieter von Elektrogeräten, die in 76 eigenen Läden verkauft wurden. Das Büro Henrion Design Associates erhielt 1969 den Auftrag zu einer Studie über das äußere Erscheinungsbild des Staatsunternehmens und präsentierte zwei Lösungswege zur Erneuerung des veralteten und uneinheitlichen Auftritts. Schließlich wurden 1970 ein neues Logo sowie ein integrales Corporate-Design-System eingeführt. Ein mehr als 100 Seiten starkes Manual diente der Dokumentation und enthielt detaillierte Regeln zur Umsetzung sämtlicher Anwendungsbereiche – von der Leuchtreklame bis hin zum Layout der Stromrechnungen. In den 1990er-Jahren wurde im Zuge der britischen Privatisierungswelle der LEB aufgelöst und an internationale Unternehmen verkauft.

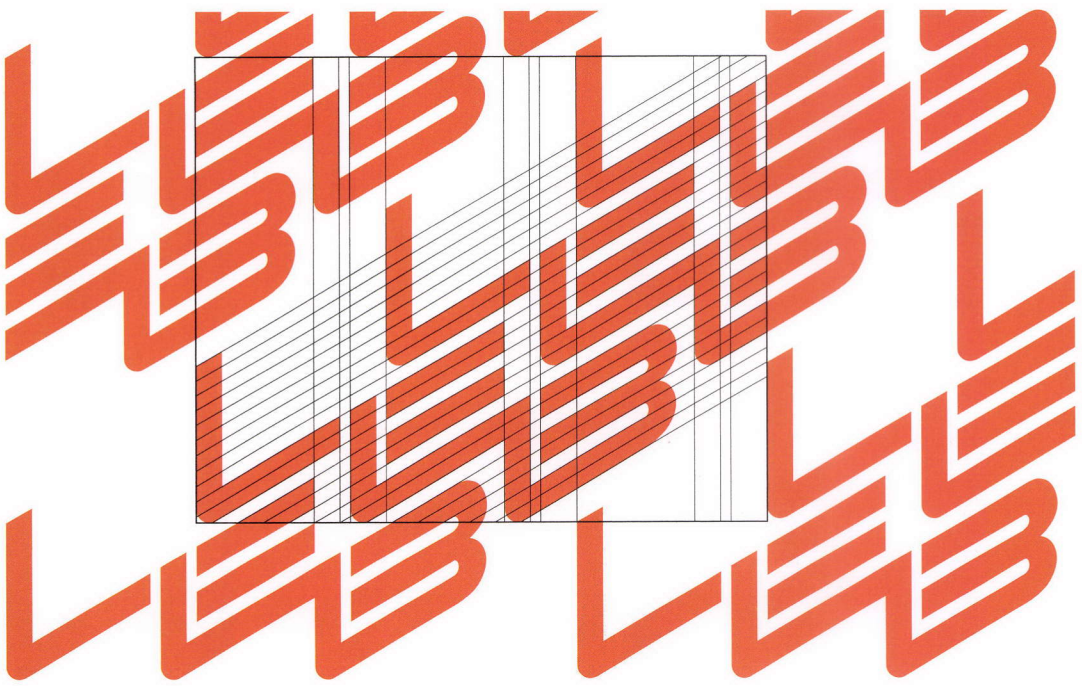
Le London Electricity Board fut fondé en 1948 comme établissement public pour la fourniture d'électricité de la capitale anglaise. Parallèlement, LEB devint aussi le premier fabricant d'appareils électroménagers vendus dans 76 boutiques de la marque. En 1969, le bureau Henrion Design Associates fut chargé de réaliser une étude sur l'identité visuelle extérieure de l'entreprise nationale, et deux solutions possibles furent proposées pour renouveler l'image obsolète et peu homogène de l'entreprise. En 1970 fut finalement introduit un nouveau logo et un système complet de corporate design. Un manuel de plus de cent pages servait de documentation détaillant les règles à suivre pour le transposer dans tous les domaines d'application – de la réclame lumineuse à la mise en page des factures d'électricité. LEB fut dissout dans le sillage de la vague de privatisations britanniques des années 1990 et vendu à différentes entreprises internationales.

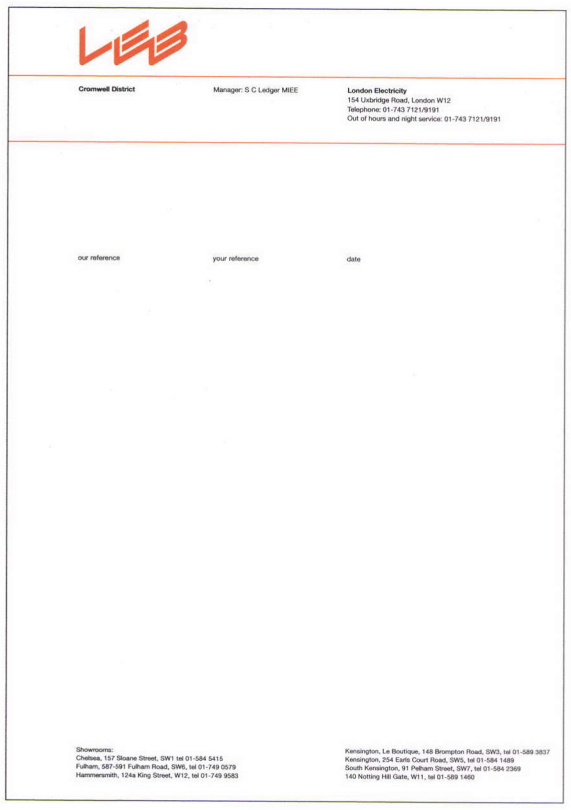
Henrion and his team replaced the LEB's inconsistent and less-than-inspiring logo with a new, clear-cut image, about which he wrote: "As distinct from the present LEB logotype, which is extremely static, the new logotype has been designed to give an impression of movement and hence dynamism and modernity. It has been tried out experimentally in a great number of applications of all sizes and, wherever it has been used, it retains its characteristic impact."

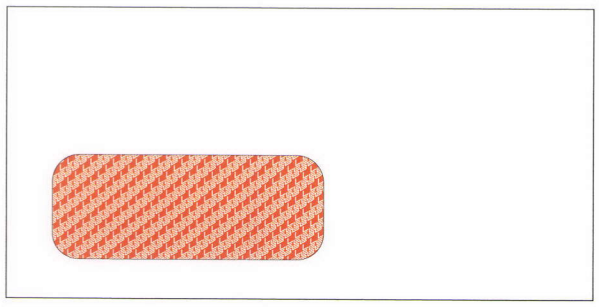
Den uneinheitlichen und wenig prägnanten Auftritt von LEB ersetzten Henrion und sein Team durch das konstruierte Logo. Er schrieb dazu: „Der neue Schriftzug, der sich von dem äußerst statischen bisherigen unterscheidet, sollte den Eindruck der Bewegung und damit des Dynamischen und Modernen vermitteln. Er wurde experimentell bei zahllosen Anwendungen und in allen Größen getestet und hat dabei nie seine Wirkung verfehlt."

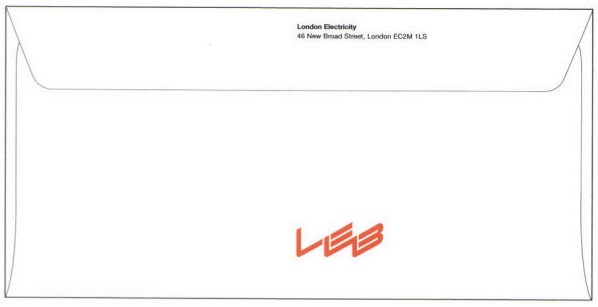
Henrion et son équipe remplacèrent l'image peu homogène et insignifiante de LEB par ce logo construit, à propos duquel le designer écrivit : « Ce nouveau logotype, qui se distingue de l'ancien logotype extrêmement statique, a été conçu pour communiquer une impression de mouvement et donc de dynamisme et de modernité. Il a été testé dans toutes sortes d'applications de tout format sans rien perdre de son impact partout où il a été utilisé. »

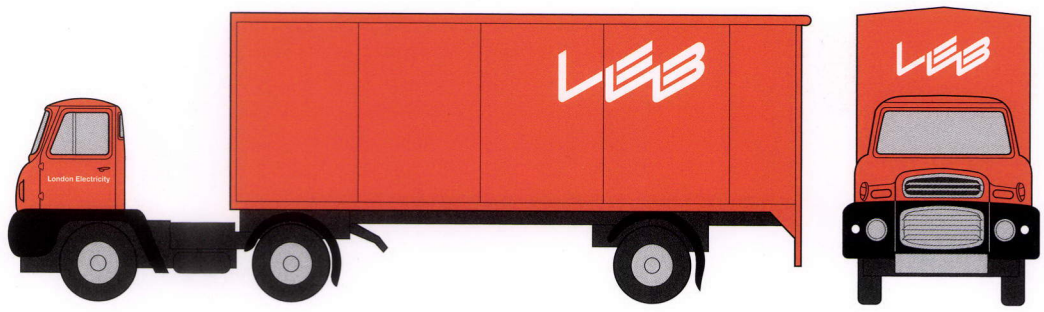


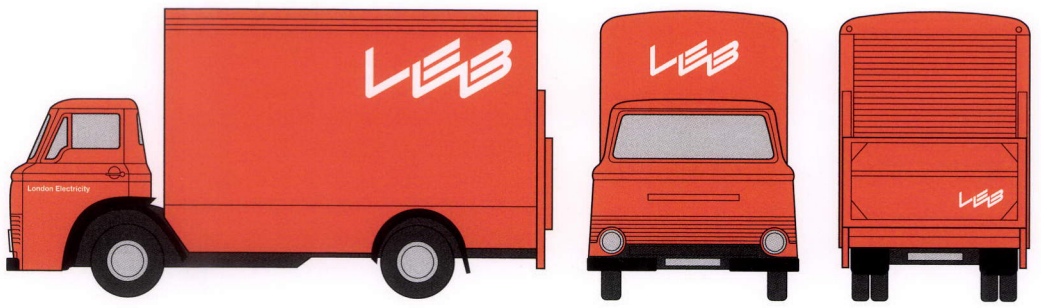



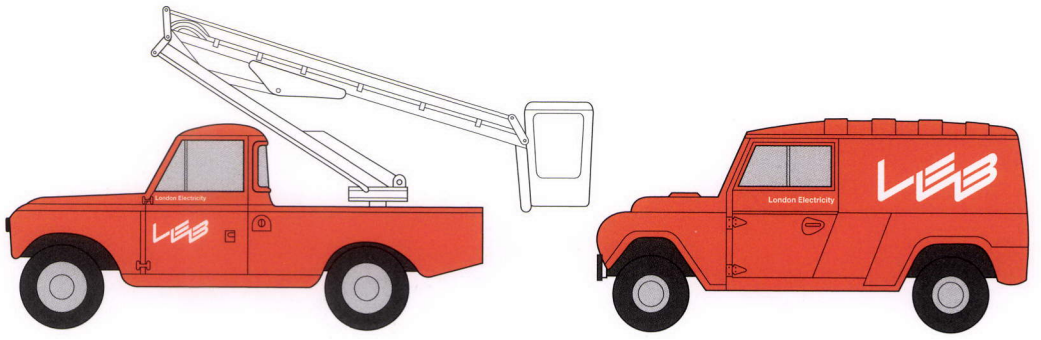






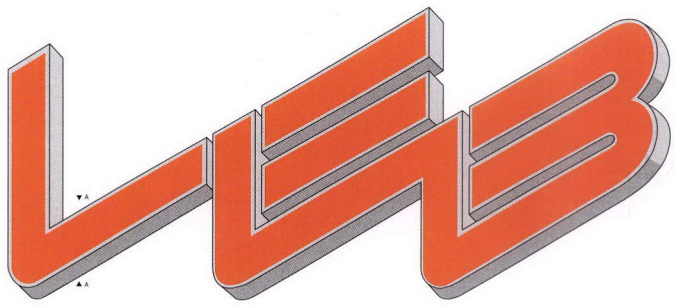



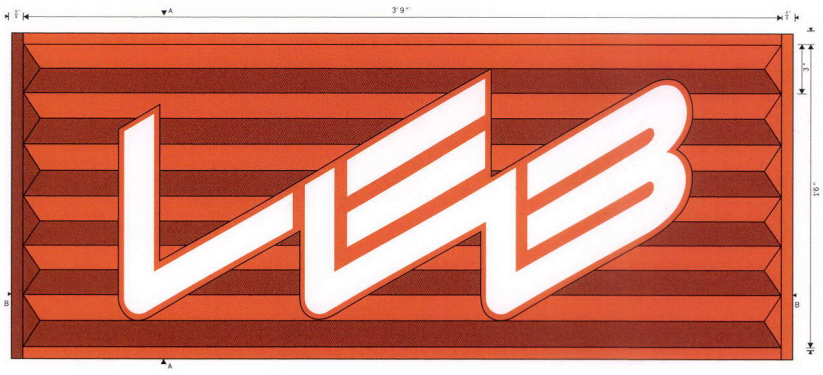



A central feature of the LEB design was the use of the color orange to distinguish it from the blue used by the nationalized gas and water companies. Such a bright color was deliberately chosen to contrast with the "gray" city of London, and the logo on LEB service vehicles and shop-fronts went on to become an eye-catching feature of the cityscape.

Zentrales Element des LEB-Designs war die Verwendung der Farbe Orange, die in Abgrenzung zu dem Blau der städtischen Gas- und Wasserwerke ausgewählt wurde. Bewusst hat man für die Anwendung in der „grauen" Stadt London zu einer derart kräftigen Farbe gegriffen, die auf Servicefahrzeugen sowie bei den Ladenbeschriftungen im Stadtbild sofort auffiel.

L'élément central du design réalisé pour LEB était l'utilisation de l'orangé, qui fut préconisée pour le démarquer du bleu des centrales à gaz ou hydrauliques de la ville. Dans la «grise» ville de Londres, on fit très délibérément appel à une couleur aussi vive qui sautait immédiatement aux yeux dans l'image urbaine – sur les véhicules de service et les enseignes des agences.

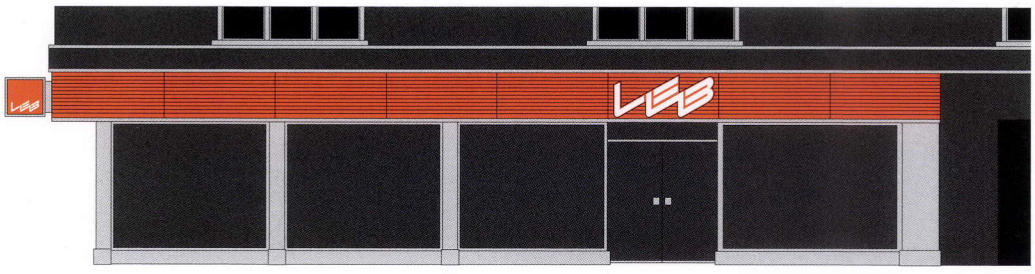


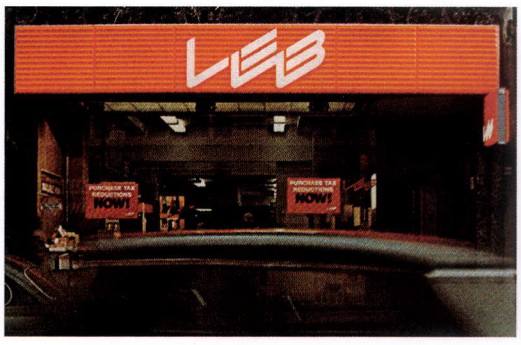



A quick look at the signs above the doors of LEB shops reveals the attention to detail in Henrion Design Associates' work. With the help of an expert lighting engineer they developed a special technique that enabled LEB shop fronts to shine forth in company colors, even at night.

Wie detailliert man in der Ausarbeitung des Erscheinungsbildes bei Henrion Design Associates vorging, zeigt ein Blick auf die Beschriftungen der Geschäftsstellen. Gemeinsam mit einem Experten entwickelte das Büro hierzu eine spezielle Leuchttechnik, die es ermöglichte, die Fassaden der LEB-Läden auch nachts in der Unternehmensfarbe erstrahlen zu lassen.

Un simple regard sur les inscriptions des agences éclaire la précision de détail avec laquelle on définissait une identité visuelle chez Henrion Design Associates. En collaboration avec un expert, le bureau développa une technique d'illumination permettant de faire luire les façades des boutiques LEB aux couleurs de l'entreprise – même la nuit.





# Deux lettres

# Zwei Buchstaben

# Two Letters

**Brescianino**
Textiles
1961 · Veniero Bertolotti/Studio 4 · IT

**Gomér & Andersson**
Real estate
1967 · Ove Engström · SE

**Mueller Enterprises**
1970s · Jack M. Stricker · US

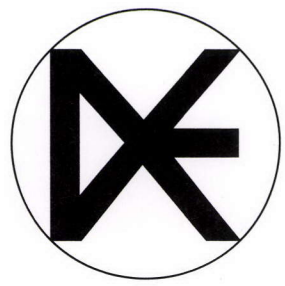
**Anton Kildebergs Møbelfabrik**
Furniture
1960s · Anonymous · DK

**Fleischkombinat Erfurt**
Foods
1965 · Dietrich & Antje Kniffka · DE-GDR

**Edizioni della Voce**
Publishing
1970 · Michele Spera · IT

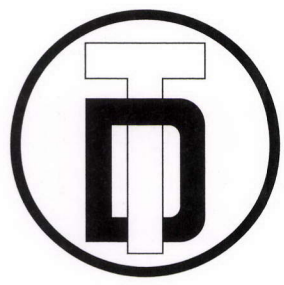
**Varian and Associates**
Electronics
1966 · Giulio Citatto · US

**Toyo Kogyo Mazda**
Engines
1958 · Hiroshi Ohchi · JP

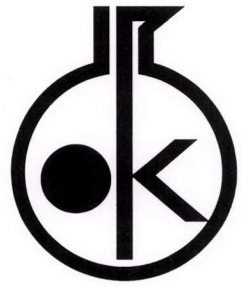


**David Edmunds**
1986 · Anonymous · CA

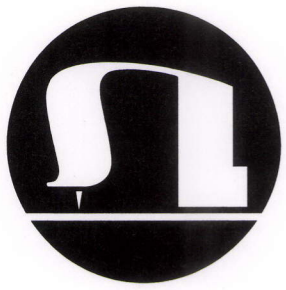
**Ing. Joseph Peppler**
Thermoplastics
1965 · Fritz Deutschendorf · DE-GDR



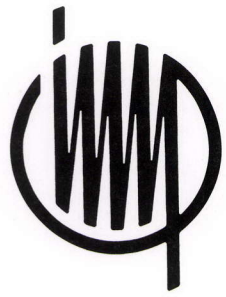
**Dalmine**
Steel tubing
1947 · Remo Muratore/Studio Boggeri · IT



**Laboratorios Kramer**
Dental laboratory
1966 · José Santamarina/
Elias & Santamarina · ES

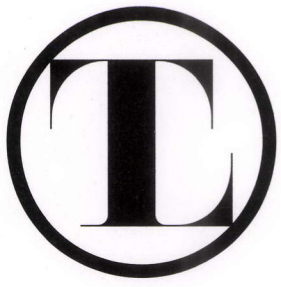


**Spezialnähmaschinenwerke Limbach**
Sewing machines
1965 · Fritz Deutschendorf · DE-GDR

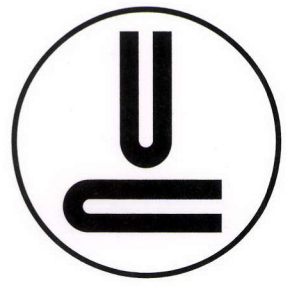


**Institut für Meß- und Prüftechnik**
Measuring technologies
1965 · Herbert Prüget · DE-GDR

**Growth Fund of America**
Investment
1969 · Carl Seltzer, James Marrin · US

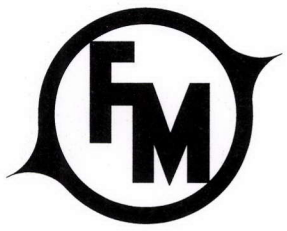


**Time Life Records**
Record label
1969 · Matthew Leibowitz · US

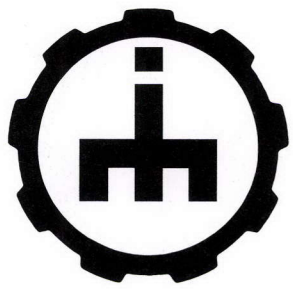


**Uitgeverij Contact Verlag**
Publishing
1958 · Helmut Salden · NL

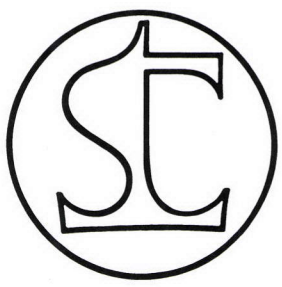
**City-Druck**
Printing
1940s · Walter Käch · CH



**Feldballes Møbelfabrik**
Furniture
1960s · Anonymous · DK



**DIA Maschinen Export**
Machinery
1965 · Klaus Lempke · DE-GDR



**Steuben Verlag**
Publishing
1950s · Ernst Rudolf Vogenauer · DE

**Bepi Koelliker**
Automobiles
1965 · Alfredo Troisi · IT

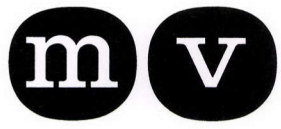
**JK Industriekontor**
Industrial trading
1940s · Heinrich Steding · DE

**Canada Packers**
Foods
1956 · Claire Stewart/
Stewart & Morrison · CA

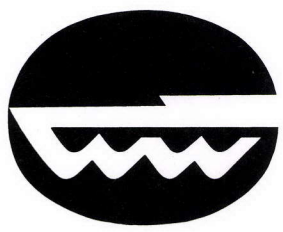
**Technical Center for Aluminum**
1966 · Pál Szücs · HU

**Nichimo**
Real estate
1979 · Akira Hirata, Hiroshi Tada · JP

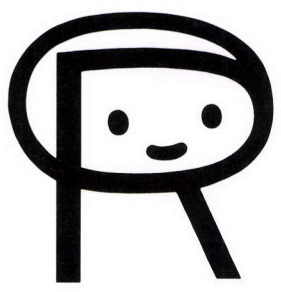
**Leipziger Kommissions- und Buchhandel**
Booksellers association
1971 · Sonja Wunderlich · DE-GDR



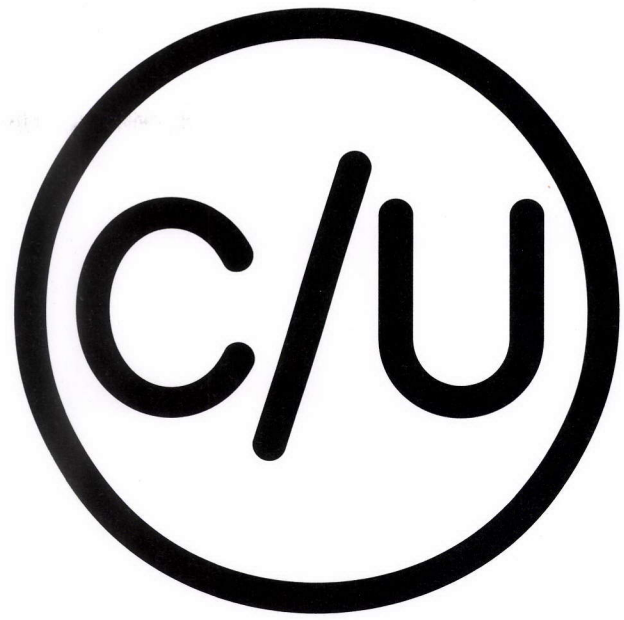
**Markkinointi Viherjuuri**
Advertising
1955 · Matti Viherjuuri/
Markkinointi Viherjuuri · FI



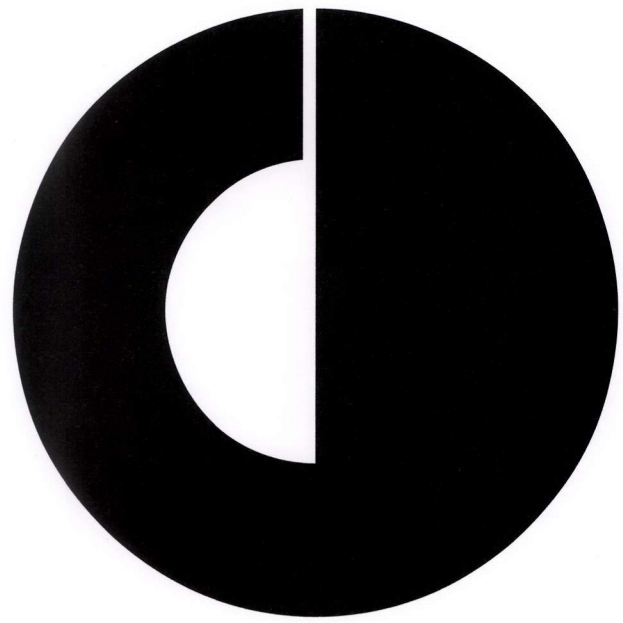
**Wassersportgemeinschaft Wittenberg**
Water-sports club
1965 · Karl Thewalt · DE-GDR



**Hermann Rülke**
Toys
1965 · Horst Süß · DE-GDR



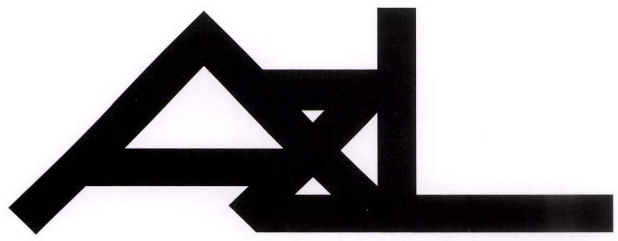
**Cape Universal**
Construction materials
1968 · Crosby, Fletcher, Forbes · UK



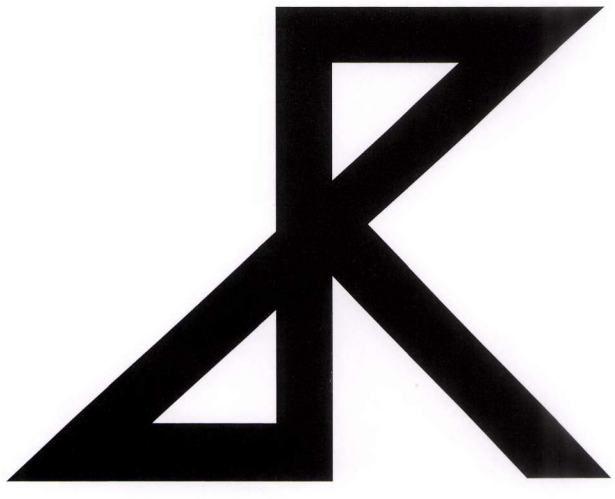
**Consolidated Credits & Discounts Bank**
1967 · Romek Marber · UK

**Intercity-Züge**
Public transport
1969 · Coordt von Mannstein · DE

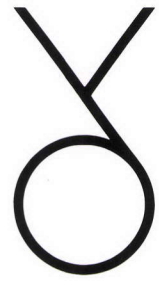
**Canadian National Railway**
Transportation
1959 · Allan Robb Fleming · CA



**Alfieri & Lacroix**
Printing
1952 · Franco Grignani · IT

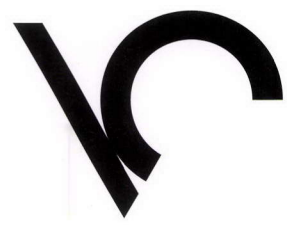


**Alfred Ramel**
Advertising
1960s · Alfred Ramel · CH

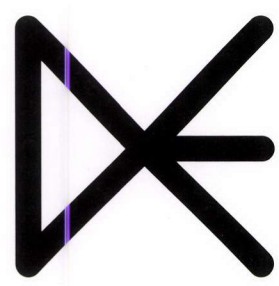


**Verlag für Demoskopie**
Publishing
1950s · Heinz Schwabe · DE

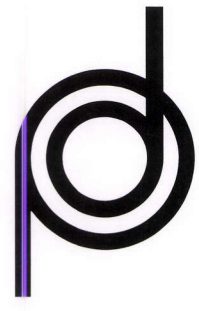
**Ready Steady Go!**
Television program
1963 · Arnold Schwartzmann · UK



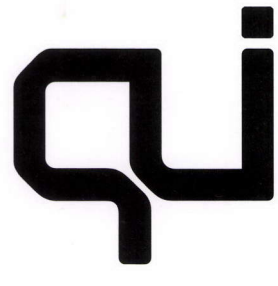
**Canadian University Football Championship**
1932 · Ron Richards · CA



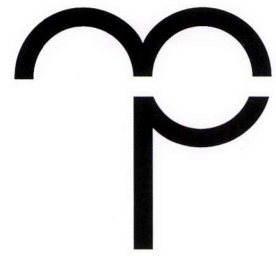
**Dassen Elektrotechniek**
Electronics
1968 · Marcel Pijpers · NL



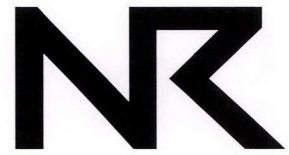
**Dresdner Packungsbetrieb**
Packaging
1965 · Fritz Panndorf · DE-GDR



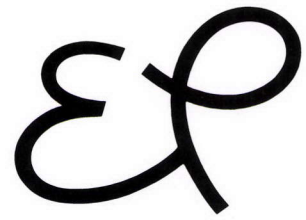
**Companhia de Indústrias Químicas do Nordeste**
Chemicals
1968 · Rafael Rodrigues · BR



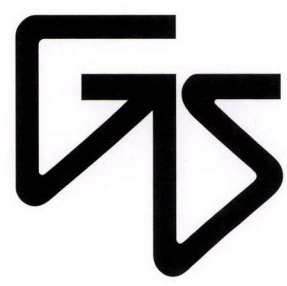
**Manchester Polytechnic**
Education
1978 · Hans & Pat Schleger · US



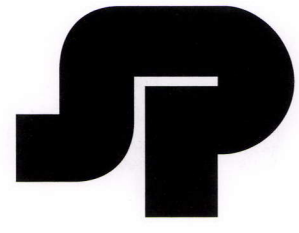
**Nippon Research Center**
1961 · Kazumasa Nagai/
Nippon Design Center · JP



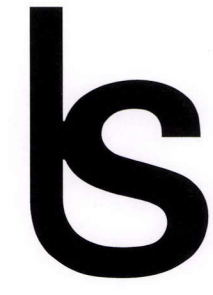
**Edizioni Il Polifilo**
Publishing
1969 · Bob Noorda/
Unimark International · IT



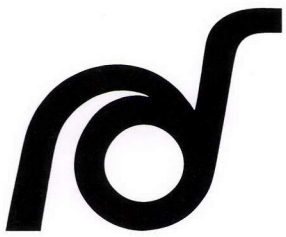
**State University of New York**
1971 · Don Nichols · US



**Seraphin Pümpel & Söhne**
Windows
1973 · Othmar Motter · AT

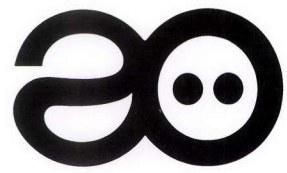


**Byrge Sorensen & Co.**
Chemicals
1966 · Adam Moltke · DK

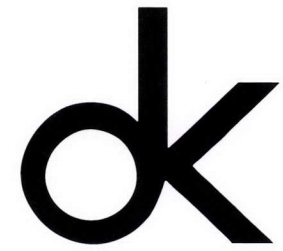


**PGH Einheit Lauchhammer**
Electronics
1965 · Manfred Müller · DE-GDR

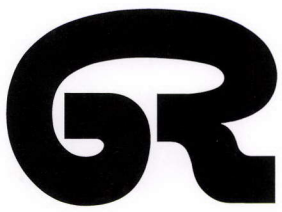
**Furniply**
Furniture
1959 · Max Huber · IT



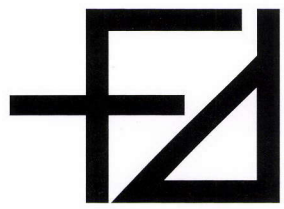
**Ascoli Bottoni**
Buttons
1968 · Silvio Coppola · IT



**Dietrich Kaufmann**
Design
1965 · Dietrich Kaufmann · DE-GDR

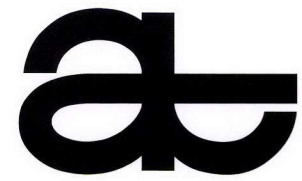


**Gierre**
Textiles
1968 · Armando Milani · IT

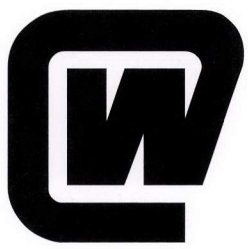


**Fukuda Design**
1981 · Masaki Fukuda · JP

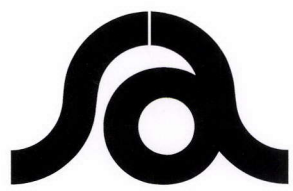
**ML**
1950s · Raoul A. Brink · DE



**A. Tarlisio**
Furniture
1968 · Silvio Coppola · IT

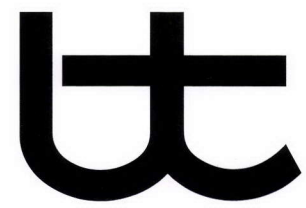


**Central Wagon**
Steel products
1965 · David Caplan · UK

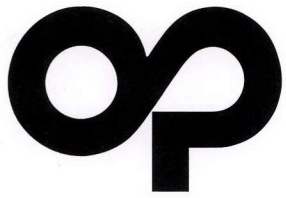


**Sigfr. Andersson El**
Electronics
1969 · Ove Engström · SE

**Defa-Gruppe 67**
Film production
1967 · Heinz Bormann · DE-GDR



**Lanificio Giovanni Tonella**
Textiles
1956 · Giulio Confalonieri · IT

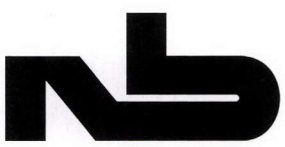


**Plastic Omnium**
Plastics
1965 · Raymond Loewy/CEI · FR

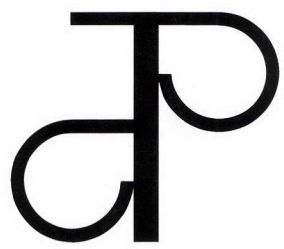
**Lunnevads Folkhögskola**
Education
1968 · Ove Engström · SE

**Interior Forma**
Furniture
1963 · Stephen Dunne/
Unimark International · US

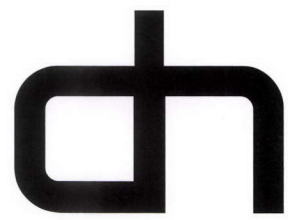
**Specialty Graphics**
Design
1977 · Don Connelly · US



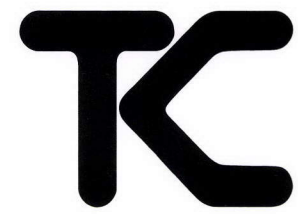
**Nobel Bozel**
Chemicals
1964 · Raymond Loewy/CEI · FR



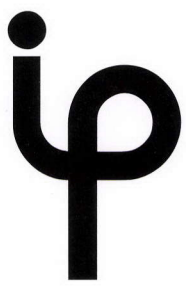
**Arthur Proudfit**
Oil
1960s · Nedo Mion Ferrario · VE



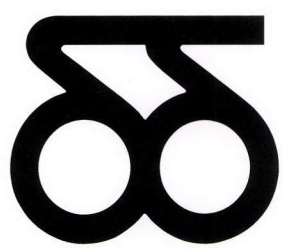
**Dancer & Hearne**
Furniture
1963 · Ken Garland · UK



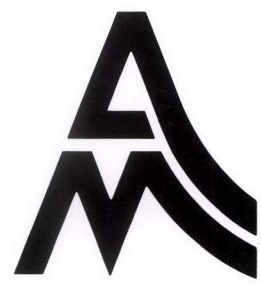
**The Karosen Company**
Fuel oil
1968 · Rod Dyer, Roland Young · US



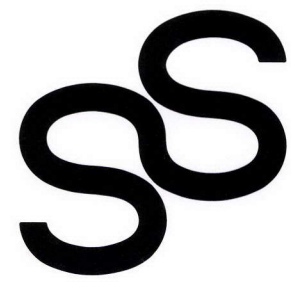
**Integrated Plastics**
1967 · Vello Hubel · CA



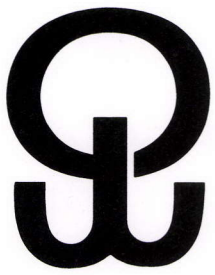
**Dorey Design Group**
1960s · Dorey Design · UK



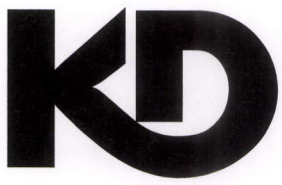
**Alpine Meadows of Lake Tahoe**
Tourism
1970s · Kate Keating Associates · US



**Sobrero**
Textiles
1964 · A. G. Fronzoni · IT

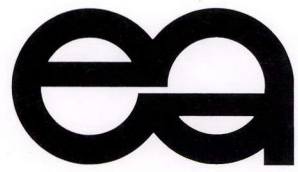


**Gloweave Shirts**
Clothing
1960s · Lee Mason · AU

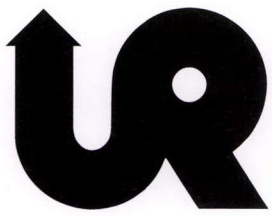


**Kastrup Holmegaard**
Glass
1969 · Adam Moltke · DK

**G.W. Furniture**
1970 · Jean Morin, Denis L'Allier · CA

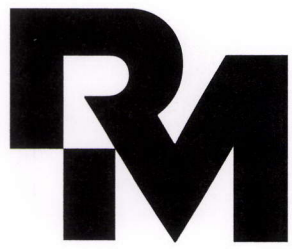


**Eastman Associates**
1960s · Primo Angeli · US

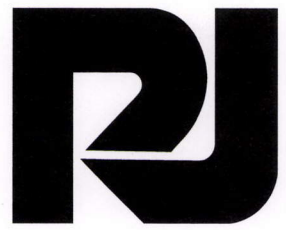


**Planungsgruppe Untere Rems**
Engineering
1970s · Hanns Lohrer · DE

**Verkehrsverein Düsseldorf**
Tourism
1950s · Jacques Nathan-Garamond · FR



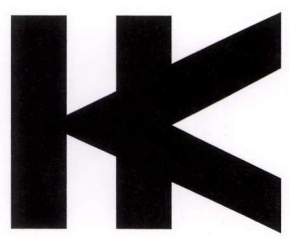
**Royle Murgatroyd Design Associates**
1980 · Keith Murgatroyd,
Tony Forster · UK



**Rhodes & Jamieson**
Ready-mix concrete
1970 · Primo Angeli · US

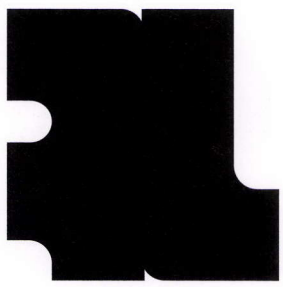
**Odermark**
Clothing
1970s · Anonymous · DE

**Seitsenpainos**
Printing
1963 · Kosti A. Antikainen · FI



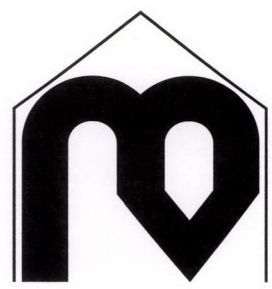
**Hans Kaufeld Polstermöbelfabrik**
Furniture
1966 · Anonymous · DE

**Morgan Press**
Printing
1968 · John Alcorn · US



**Franco Leoni**
Photography
1972 · Luca Apostolo · IT

**Field Work**
Marketing consultancy
1969 · Piero Barca · IT



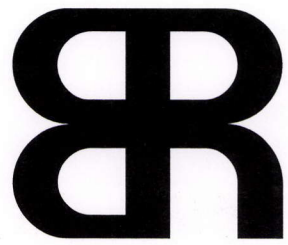
**Patronato Municipal de la Vivienda**
Housing
1966 · José Baqués · ES

**Television Corporation of Japan**
Broadcasting
1972 · Fred O. Bechlen · US/JP

**Deutscher Ingenieur Verlag**
Publishing
1957 · Walther Bergmann · DE

**Moelven Brug**
Prefabricated houses
1968 · Paul Brand · NO

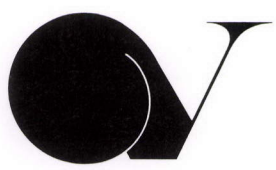
**Jorge R.**
1960s · Douglas Carr/
Tilds & Cantz Advertising · US



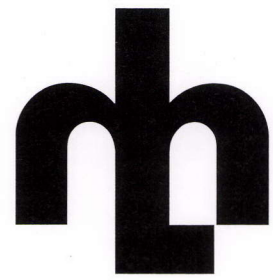
**Banco Regional**
Bank
1964 · João Carlos Cauduro,
Ludovico Antonio Martino · BR

**Maccagno Carlo**
Printing
1968 · Carlo Ciarli · IT

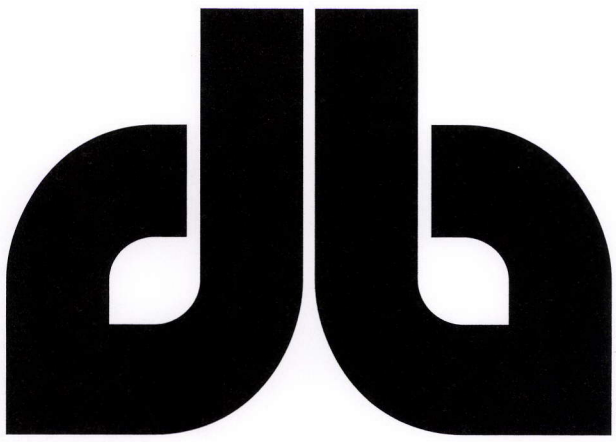
**Museo de Artes Visuales de Chacabuco**
Art museum
1973 · Norberto H. Coppola · AR



**Pellicceria Vitale**
Textiles
1972 · Silvio Coppola · IT



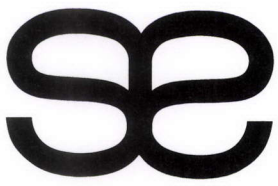
**Lippincott and Margulies**
Advertising
1950s · Freeman Craw · US



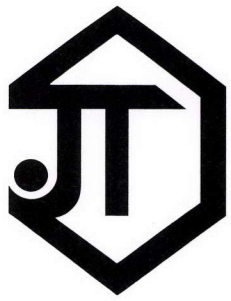
**Didaktica**
Language school
1977 · Carlo Marchionni · IT

**Studio Del Frate**
Design
1968 · Walter Del Frate · IT

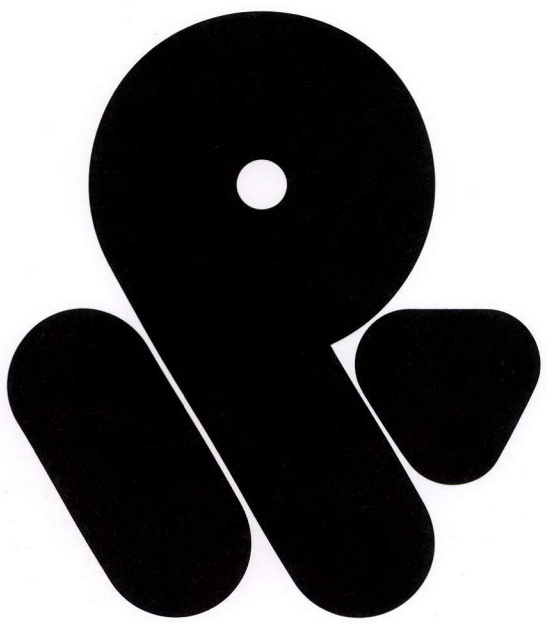
**Modenantiquaria**
Antiques exhibition
1990 · A. G. Fronzoni · IT



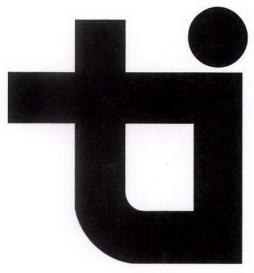
**Standard Engravers**
1959 · A. E. Eddenden · CA



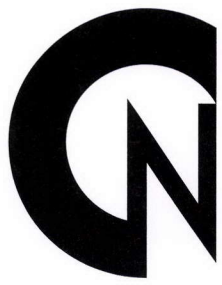
**Jet-Tours**
Travel agency
1982 · Jacques Nathan-Garamond · FR



**Palais Wittgenstein**
Cultural space
1985 · Paul Effert · DE

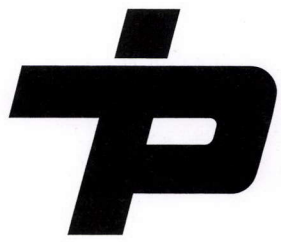


**Thorpe Insulation**
Thermal insulation
1958 · Hy Farber · US

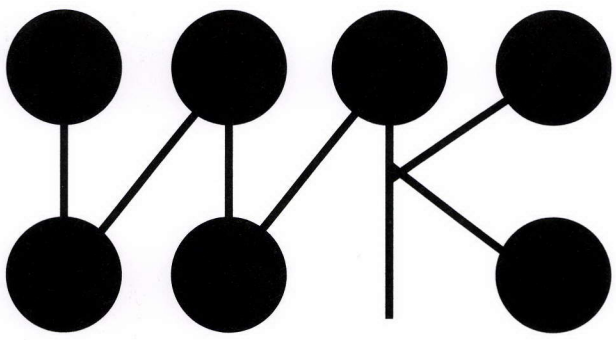


**Cremona Nuova**
Typesetting
1969 · Franco Grignani · IT

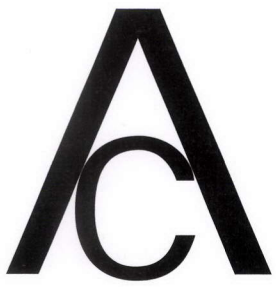
**Offsetdruckerei Emil Grätzer**
Printing
1960s · Rudolf Bircher · CH



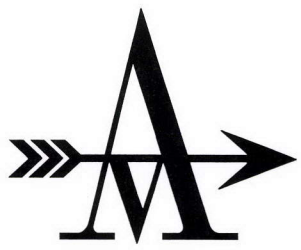
**Technical Publicity International**
1965 · Gavin Healey/
Healey Mills Associates · UK



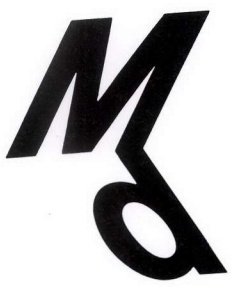
**Werner Klapproth Werbung**
Advertising
1960s · Werner Klapproth · CH



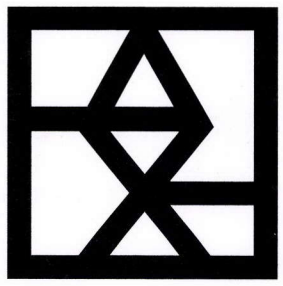
**AC Ediciones**
Publishing
1960s · Jordi Fornas · ES



**Artemis Verlag**
Publishing
1940s · Gottfried Honegger · CH



**Il Moderno d'Autore**
Exhibition of contemporary furniture
1990 · A. G. Fronzoni · IT

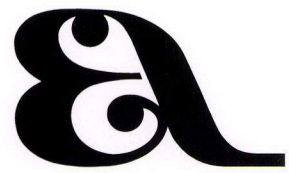


**Autovox**
1944 · Max Huber · IT

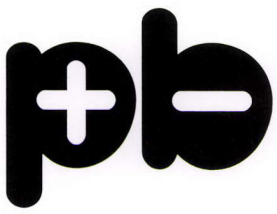
**Benziger Verlag**
Publishing
1950 · Eugen & Max Lenz · CH

**Internationale Musikbibliothek**
Music library
1965 · Herbert Prüget · DE-GDR

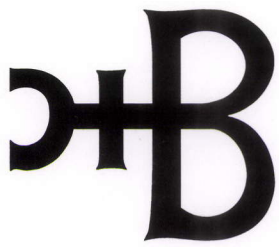
**Macdonald Downie**
Printing
1965 · Leslie Smart, Judith Fralick · CA



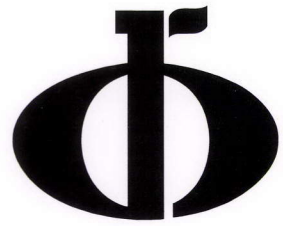
**Erhard & Asociados**
Advertising
1972 · Carlos R. Erhard/
Erhard & Asociados · MX



**Lead Development Association**
Lead industry public relations
1968 · Crosby, Fletcher, Forbes · UK



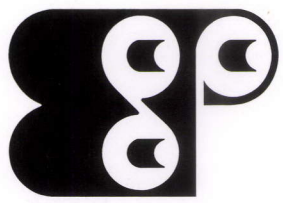
**C.J. Bucher**
Printing
1940s · Imre Reiner · CH



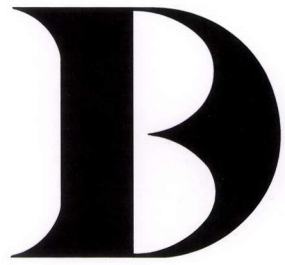
**Heinz Otto Dessauer**
Interior design
1965 · Otto Thiemann · DE-GDR

**Szolidaritás**
Solidarity movement
1983 · Tamás Ernő · HU

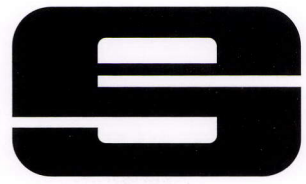
**VEB Lacke und Farben**
Paints and coatings
1965 · Peter Nietzsche · DE-GDR



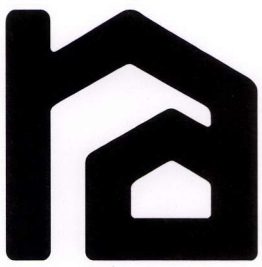
**Slovakian Print Industry**
1981 · Jiří Rathouský · CZ



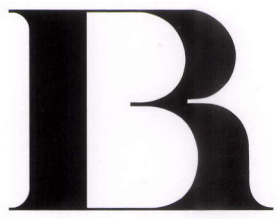
**Deutsche Bank**
(proposed design)
1960s · Hermann Virl · DE



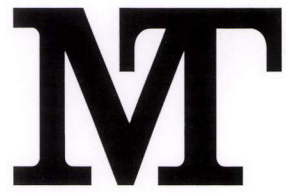
**Euro Survey**
1968 · Philippe Gentil · FR



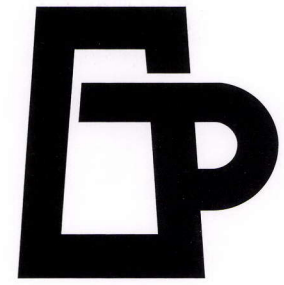
**Noren & Aust Associates**
Real estate
1978 · Ed Penniman · US



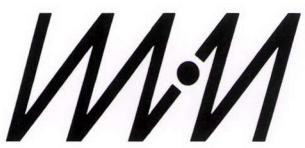
**Barton Realty**
Real estate
1963 · Peter Seitz · US



**Termica**
Air-conditioning
1960s · Heinz Waibl · IT



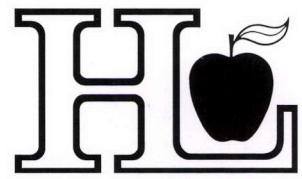
**Getränkekombinat Potsdam**
Brewing
1965 · Herbert Prüget · DE-GDR



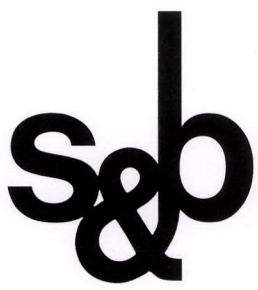
**Thorn Parsons**
Electronics
1967 · Peter Rea · UK

**G&F**
Construction company
1979 · Steve Sheldon · US

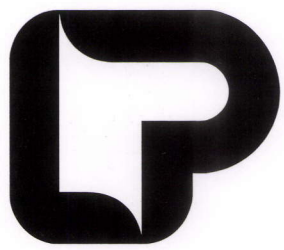
**Challenger Sales**
1965 · Lance Wyman/
Schmidt Associates · US



**Hi-Line Growers**
Fruit-growers cooperative
1964 · Sam Payne · US

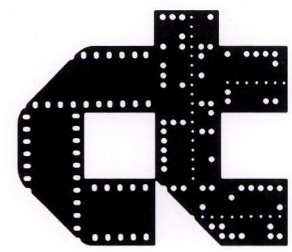


**Sutton & Bell**
Interior design
1969 · Allan D. Rae · CA

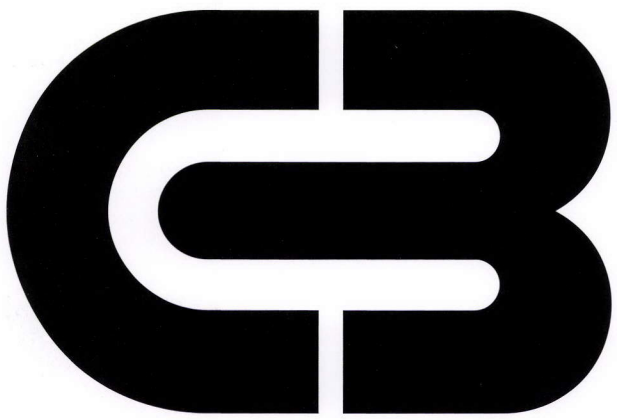


**Leisure Press**
Publishing
1975 · Lanny Sommese · US

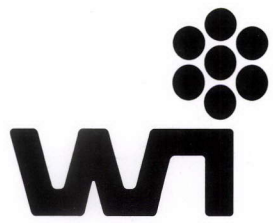
**Solingen**
Stainless steel
1969 · Klaus Winterhager · DE



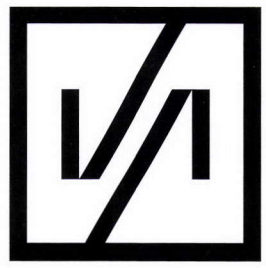
**Cinetechnica Madrid**
Film production services
1981 · Fernando Medina · ES



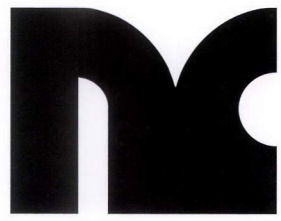
**Custom Builders**
Construction company
1970s · Bob Swisher · US



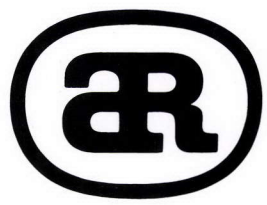
**Wilhide Interiors**
Furniture
1968 · Crawford Dunn · US



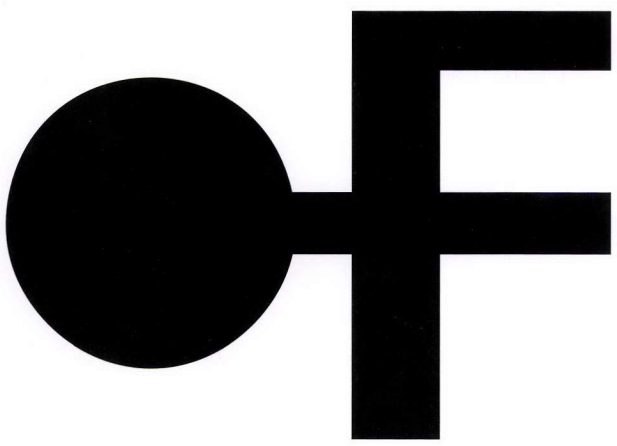
**Zavod za Zdravstveno in Tehnično Varnost**
Institute for health and technical safety
1960 · Albert Kastelec · SI



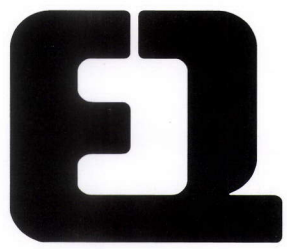
**Nicoloso Carmelo**
Towel dispensers
1973 · Elio Dammicco · IT



**AR Antibiotics**
Pharmacy
1962 · Dotscho Dotschev · BG

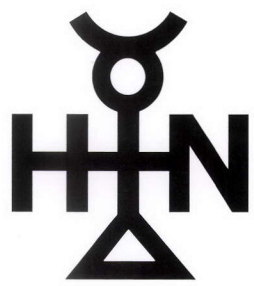


**Centro Forme**
Furniture
1975 · Heinz Waibl · IT

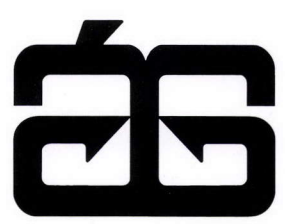


**Cunard Queen Elizabeth**
Cruise ship
1960s · Nick Butterworth · UK

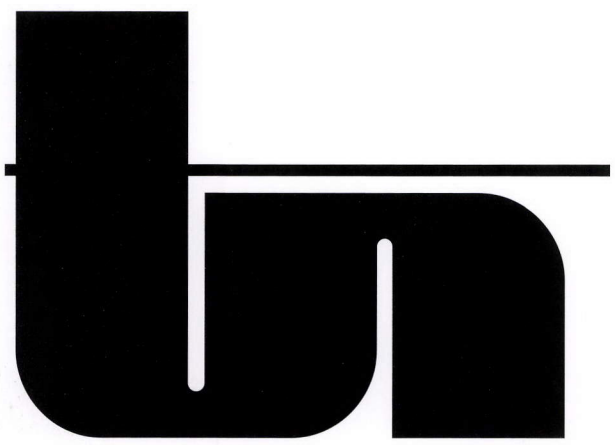
**Hotel Aranyhomok**
1962 · Árpád Darvas · HU



**H.+N. Bildgießerei**
Fine art foundry
1940s · Ernst Böhm · DE



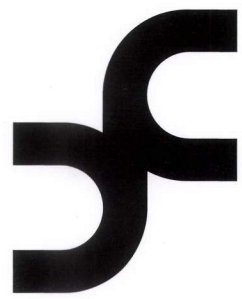
**Allami Gazdaságok**
Agriculture
1969 · István Szekeres · HU



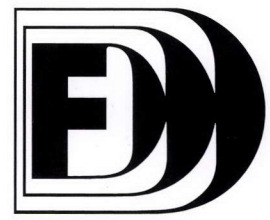
**Transnoel**
Haulier
1969 · Tomás Vellvé · ES

**Insel Taschenbuch**
Publishing
1974 · Anonymous · DE

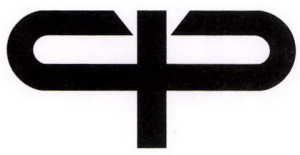
**Leon Paking**
Weaving
1965 · Roman Duszek · PL



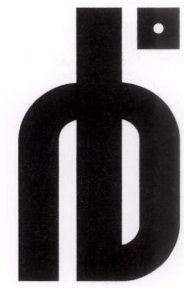
**C. F. Christensen**
Furniture
1960s · Anonymous · DK



**Documentary Film Studio**
1969 · Jarosław Jasiński · PL

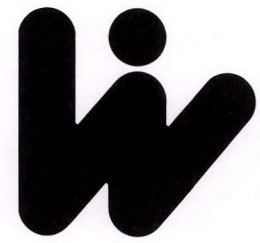


**Canadian Premier Life**
Insurance
1964 · Richard Janis · CA

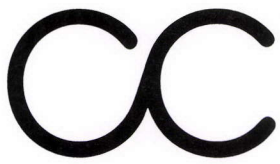


**Richard Brack Stereo**
Audio equipment store
1964 · Imre Koroknay · CA

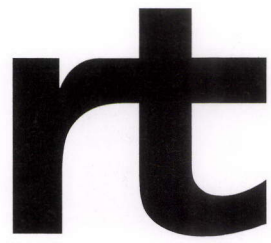
**Ing. Franco Crespi**
Machinery
1966 · Salvatore Gregorietti/
Unimark International · IT



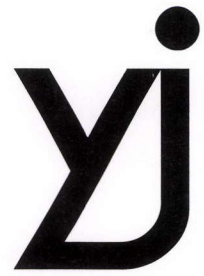
**Livenza Viaggi**
Travel agency
1981 · Alfredo de Santis · IT



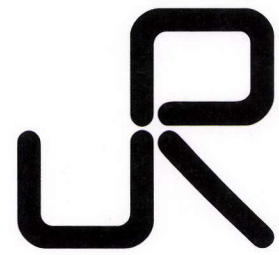
**Copp Clark**
Publishing
1965 · Hans Kleefeld/
Stewart & Morrison · CA



**Reklame Tjenesten for**
**Danske Andelsselskab**
Advertising
1961 · Adam Moltke · DK

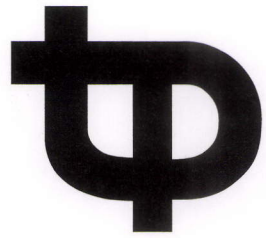


**Yusing Y. Jung**
Architecture
1965 · Manfred Gotthans,
Chris Yaneff · CA



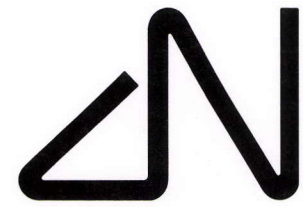
**Janet Rosenblum**
Furniture
1966 · Appelbaum & Curtis · US

**Unique Marine Hardware**
1962 · Edward Oliver · US

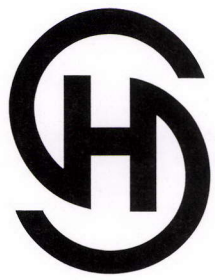


**Tito Piccoli**
Photography
1961 · Theodoor Manson · IT

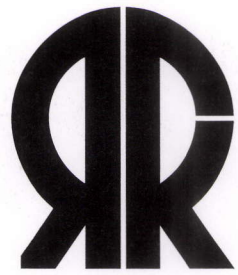
**Johannes Hydraulique**
Hydraulic pumps
1969 · Jean Delaunay/Look · FR



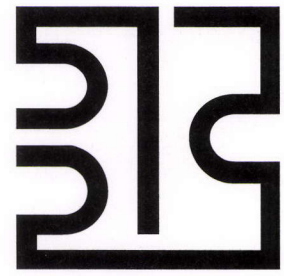
**Data Network Corporation**
Computer services
1965 · Appelbaum & Curtis · US



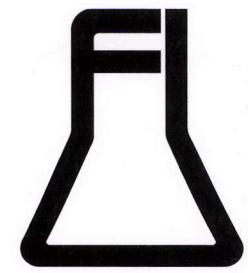
**Hans Schulz**
1974 · Oanh Pham Phu · DE



**Ramon Reig Cabanas**
Textiles
1966 · Ribas & Creus · ES



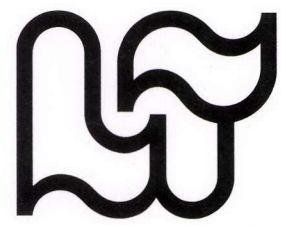
**Euroceramica**
Ceramics
1970 · Walter Ballmer · IT



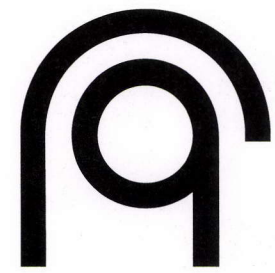
**Farma Lépori**
Pharmacy
1969 · José Baqués · ES

**SP Chemicals**
1960s · Jacques Richez · BE

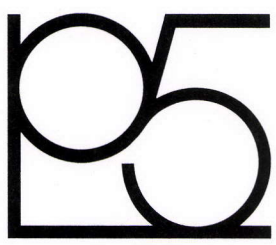
**Said & Maden**
Advertising
1960s · Said & Maden · TR



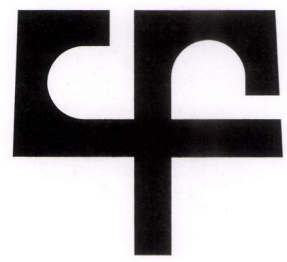
**Maglificio Tirelli**
Textiles
1971 · Walter Ballmer · IT



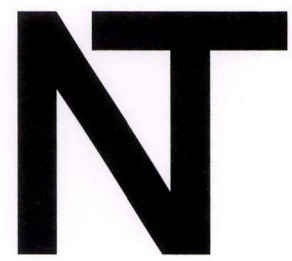
**Ricerca Quadri**
1979 · Centro per il
Disegno Ambientale · IT



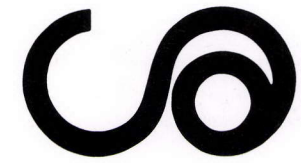
**Galerie P5**
Art gallery
1970s · Hannes Schober,
Wolfram Reinhardt · DE



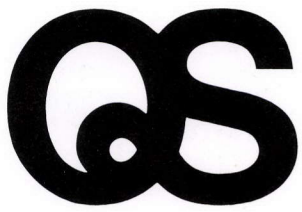
**Churchill Falls Corporation**
Energy supplier
1967 · Savage Sloan · CA



**Galeria Novas Tendências**
Art gallery
1963 · Willys de Castro,
Hércules Barsotti · BR

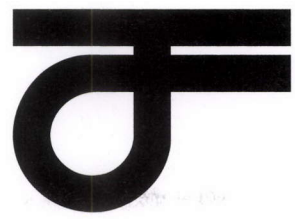


**Longato Arredamenti**
Furniture
1965 · Annamaria Coslin · IT

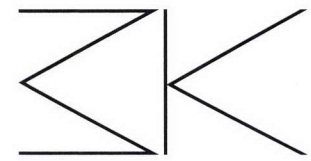


**J. R. Geigy Quality + Safety**
Pharmaceuticals
1969 · Markus Löw · US

**Stow & Davis**
Furniture
1968 · William Tobias/
Robert Miles Runyan · US

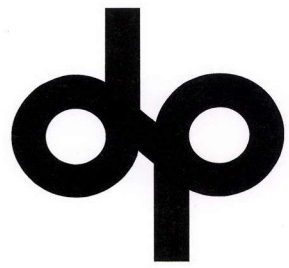


**Technos Progetti**
Accountancy
1969 · Michele Spera · IT

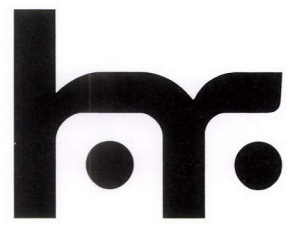


**MK Production**
Film production
1966 · Gérard Guerre/Technés · FR

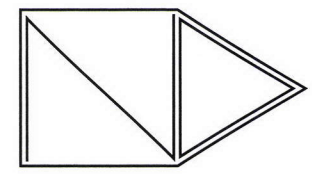
**BG**
Brewing
1960s · Jacques Richez · BE



**Dziewiarska Spółdzielnia Pracy**
Knitting factory
1960s · Maria Turkowska · PL

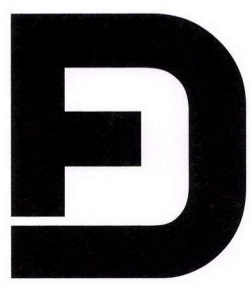


**Henry Robertz**
Design
1965 · Henry Robertz · US



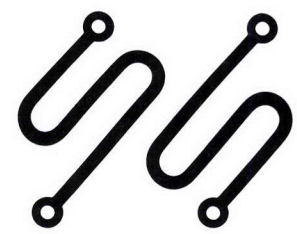
**Nippon Design Center**
1960 · Kazumasa Nagai · JP

**Tele Vision**
Broadcasting (proposed design)
1950s · Heinz Schwabe · DE

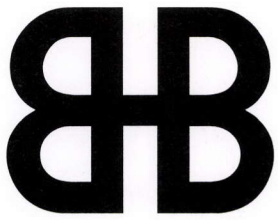


**David Foundries**
Engineering
1966 · Roy Walker · UK

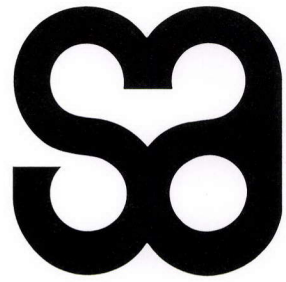
**Executive Systems + Programming**
Computing services
1972 · Mike Quon · US



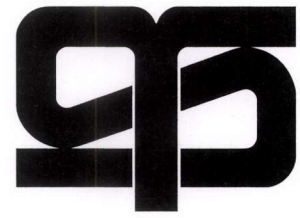
**Sound Systems**
1966 · Peter Wildbur/
BDMW Associates · UK



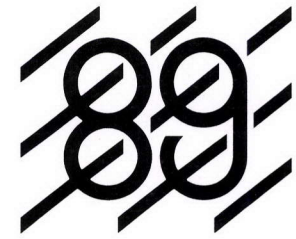
**Handwerkerbank Basel**
Bank
1950 · Cioma Schönhaus · CH



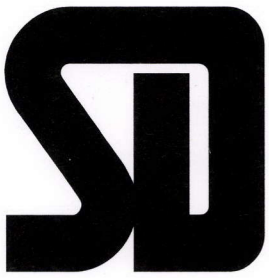
**Skandia Art**
Art gallery
1965 · Knut Yran · NO



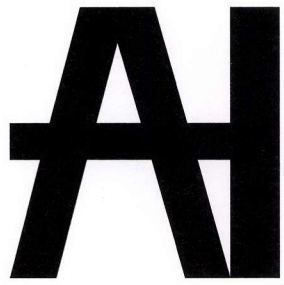
**TaxShield**
Accountancy
1970 · Robert Pease · US



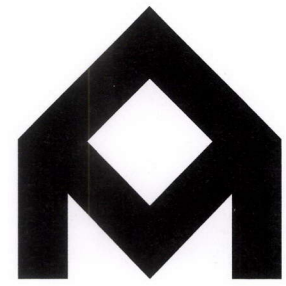
**Boy Scouts Yokohama '89**
Scouts jamboree
1983 · Shigo Yamaguchi · JP



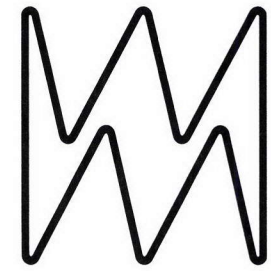
**SD-Druck**
Printing
1972 · Hans E. Scheur · DE



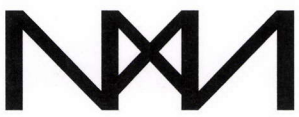
**Architektenverband**
Architects association
1965 · Zdeněk Ziegler · CZ



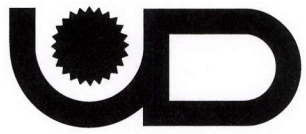
**Meijeriteollisuuden Tiedotustoimisto**
Dairy products
1965 · Osmo Omenamäki · FI



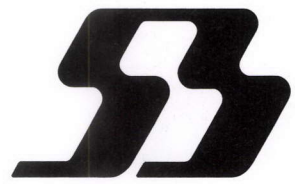
**J. P. Weiss Mess-Systeme**
Measuring technology
1970 · Alfred Weiss · CH



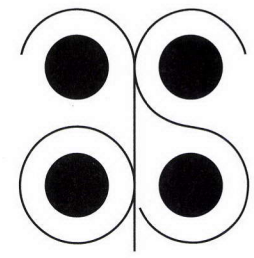
**Mangiarotti & Morassutti Architetti**
Architecture
1955 · Albe Steiner · IT



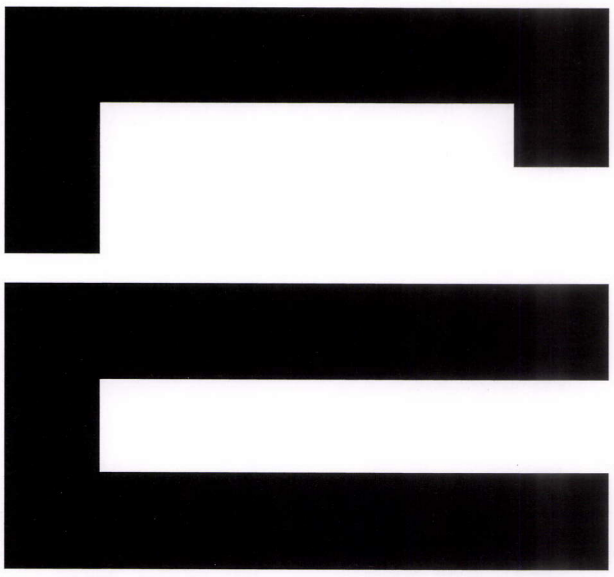
**United Dominion**
Investment
1961 · Chris Yaneff,
Manfred Gotthans · CA



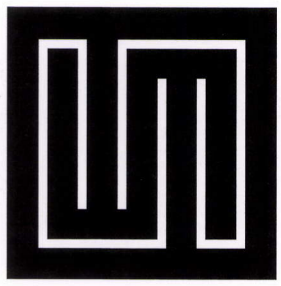
**Companhia Seguradora Brasileira**
Insurance
1960s · Aloísio Magalhães/PVDI · BR



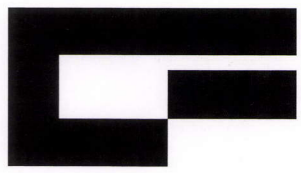
**As-Plan**
Architecture
1977 · Hanns Lohrer · DE



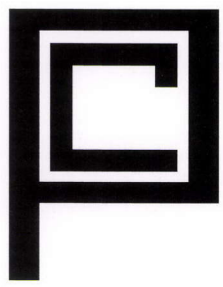
**Robert Campiche**
Advertising
1960s · Robert Campiche · CH



**Wilhelm Mimm**
Ties
1950 · Walter Breker · DE

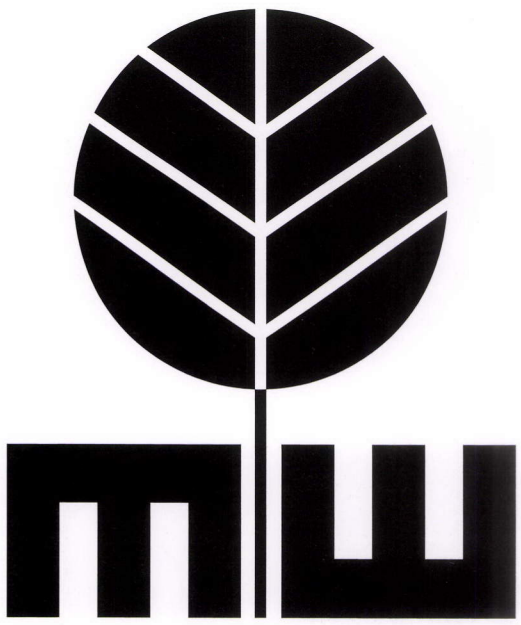


**La Carbonique Française**
Production of carbon dioxide
1968 · Etienne Bucher · FR

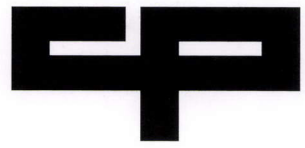


**Herbert Chervet**
Advertising
1960s · Herbert Chervet · CH

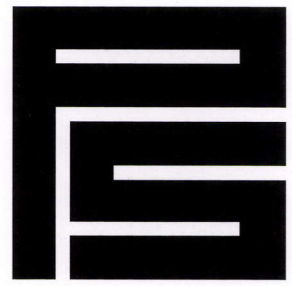
**Fideg Elettronica**
Electronics
1969 · A.G. Fronzoni · IT



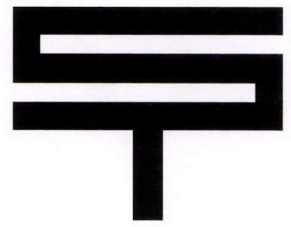
**Moldenhauer-Wantikow Baumschule**
Tree nursery
1969 · Ulrich Maass · DE



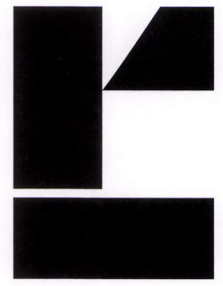
**Société Suisse de Ciment Portland**
Cement
1962 · Paul Bühlmann · CH



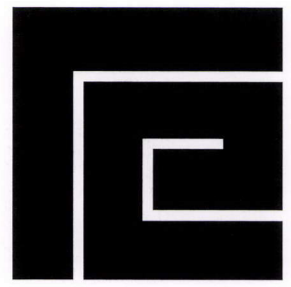
**P. Simonsen Specialmøbler**
Furniture
1960s · Anonymous · DK



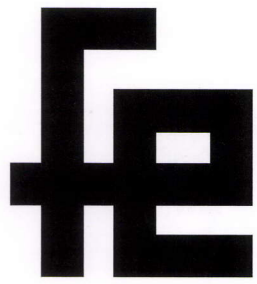
**Suomen Tupakka**
Tobacco
1950s · Kosti A. Antikainen · FI



**Lan Ron**
Construction company
1966 · Frank R. Cheatham/
Porter & Goodman Design · US

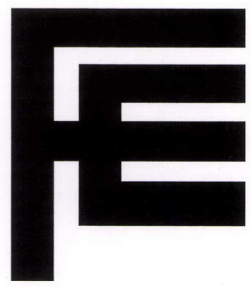


**Revit**
Real estate
1960s · Adolf Flückiger · CH

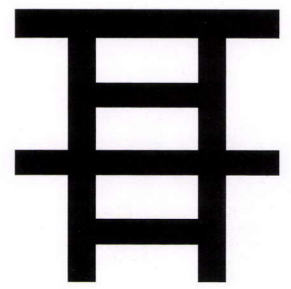


**Fahrzeugbau Erfurt**
Automobiles
1965 · Dietrich Bauer · DE-GDR

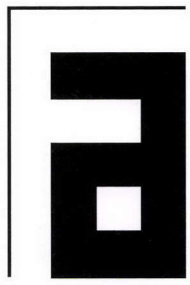
**Electrochimie Ugine**
Chemicals
1965 · Philippe Gentil · FR



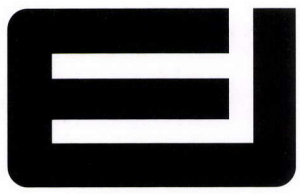
**Fundación Empresarial**
Business initiatives
1960s · Armando Paez Torres · AR



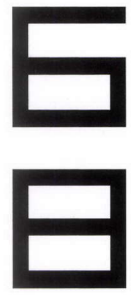
**Unika Væv**
Furniture
1960s · Anonymous · DK



**Fischer Advertising**
1970 · Oanh Pham Phu · DE

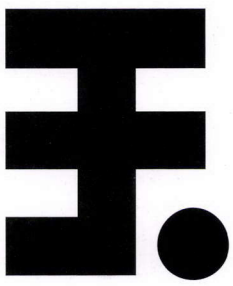


**Eric Johann**
Interior design
1961 · Jukka Pellinen · FI



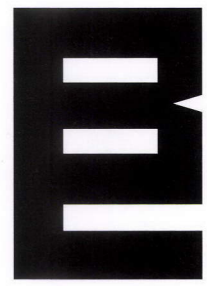
**Galeria Bonino**
Art gallery
1960 · Beatriz Feitler · BR

**Stuermer Architects**
1966 · Randall R. Roth · US

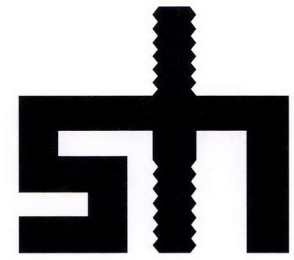


**Eduard Franke, Erfurt**
Machinery
1965 · Martin Rosette · DE-GDR

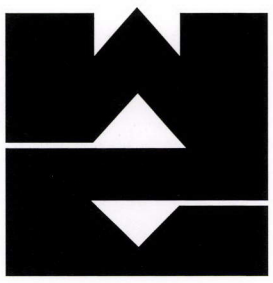
**IP Dekordruckerei**
Printing
1970s · Ekkehart Rustmeier · DE



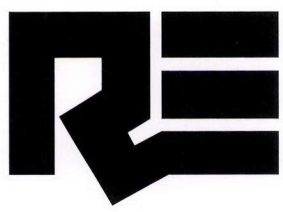
**Bröderna Larsson**
Textiles
1960s · Ove Engström · SE



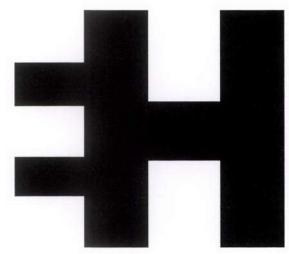
**Schraubenwerk Heiligenstadt**
Screws
1965 · Dietrich Bauer · DE-GDR



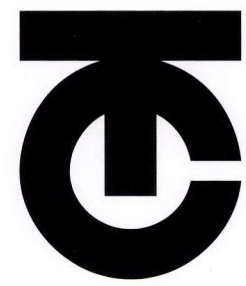
**Wohnbau Gröbenzell**
Real estate
1970s · Hannes Schober,
Wolfram Reinhardt · DE



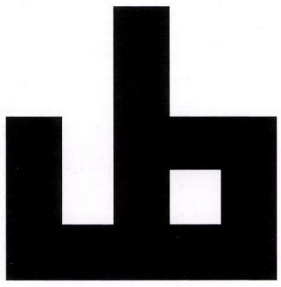
**Robinson Excavating**
1980 · Denise Spaulding · US



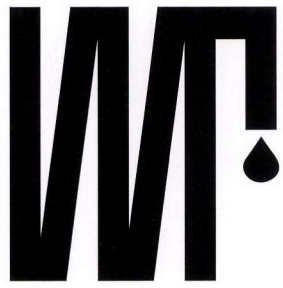
**Elie Harver**
Construction materials
1960s · Jacques Nathan-Garamond · FR



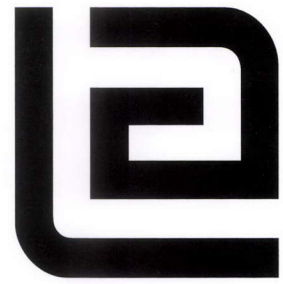
**Banco de Crédito Territorial**
Bank
1960s · Aloísio Magalhães/PVDI · BR



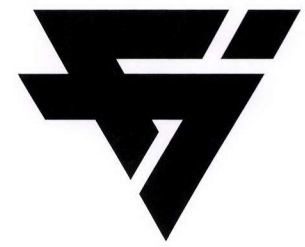
**Urania Bank**
1964 · Hans Weber · CH



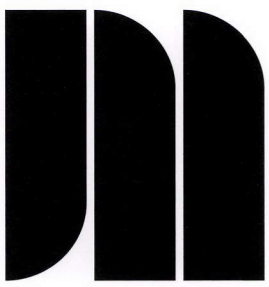
**Irrigation Company**
1960s · Anthony Smith, Roger Turpin · UK



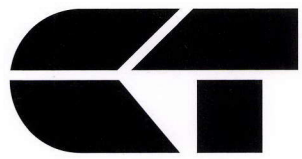
**Asahi Kasei**
Leather products
1983 · Yasunori Suzumori,
Shigo Yamaguchi · JP



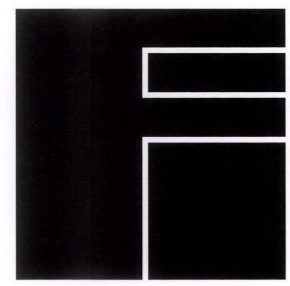
**Banco Itaú América**
Bank
1965 · Aloísio Magalhães/PVDI · BR



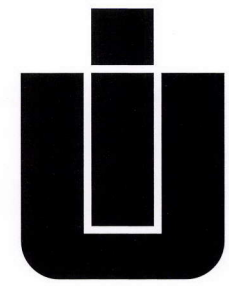
**Julien et Mège**
Industrial heat pumps
1969 · Technés · FR



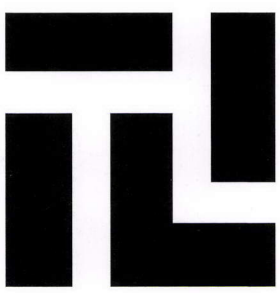
**Cross and Trecker**
Machinery
1981 · Mark Topczewski, Frances
Ullenberg, Ken Eichenbaum · US



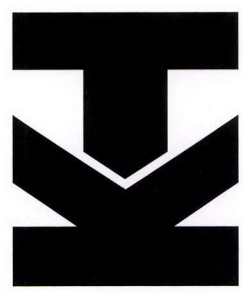
**Fiação Indiana**
Cotton
1964 · Alexandre Wollner · BR



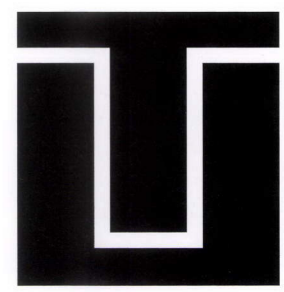
**Unione Industriale Torino**
Business union
1964 · Aldo Novarese · IT



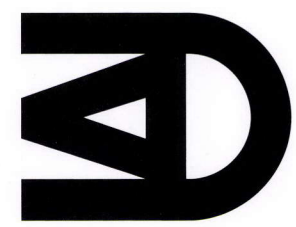
**Time Life**
Publishing (proposed design)
1969 · Arnold Saks · US



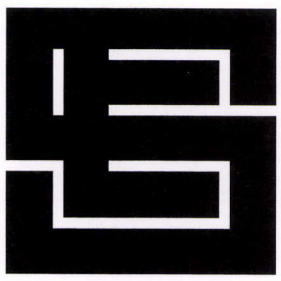
**Straßen- und Tiefbaukombinat Erfurt**
Road construction
1965 · Herbert Vogel · DE-GDR



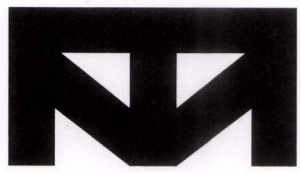
**Union Tiefbau**
Construction company
1970s · Oanh Pham Phu · DE



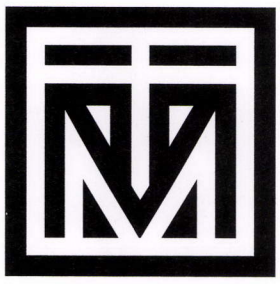
**Atelier 3D**
Design
1960s · Jacques Richez · BE



**Franz Stocker**
Construction company
1969 · Donald Brun · CH

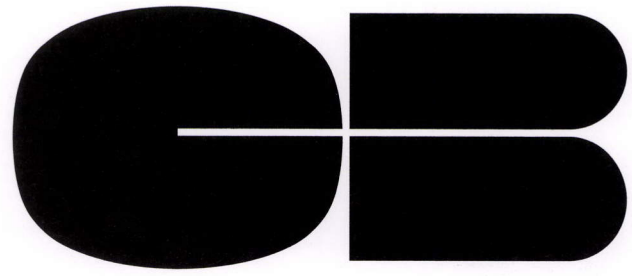


**Bau- und Montagekombinat Erfurt**
Construction company
1965 · Karlheinz Herke · DE-GDR

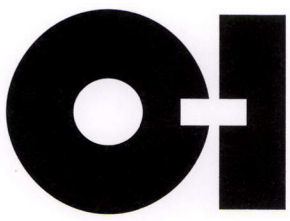


**Tommy Matusi**
1977 · William Carson,
Douglas Williams · US

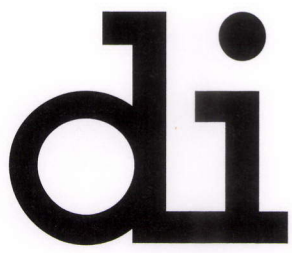
**Nippon Chromat Laboratory**
1960s · Kenji Ito · JP



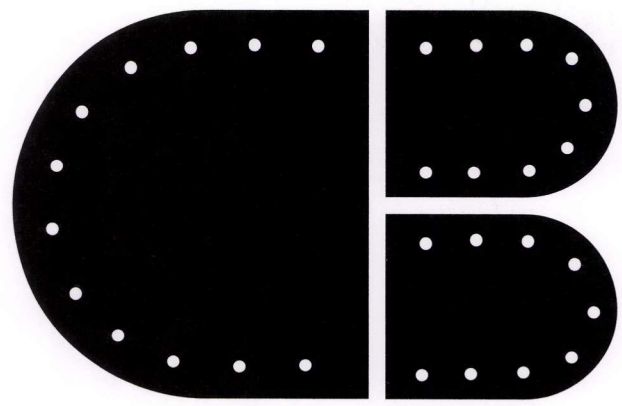
**Carte Bleue**
Bank
1967 · Daniel Maurel/Chourgnoz Publicité · FR

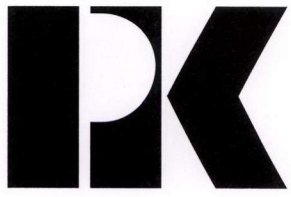


**Owens-Illinois**
Glass bottles
1970s · Chermayeff & Geismar · US

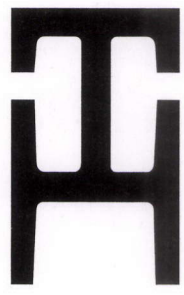


**Daido Interior**
Department store
1960s · Kenji Ito · JP





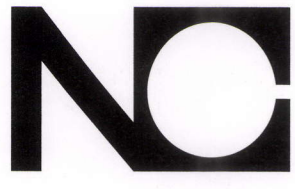
**Kuwait National Petroleum Company**
1968 · Crosby, Fletcher, Forbes · UK



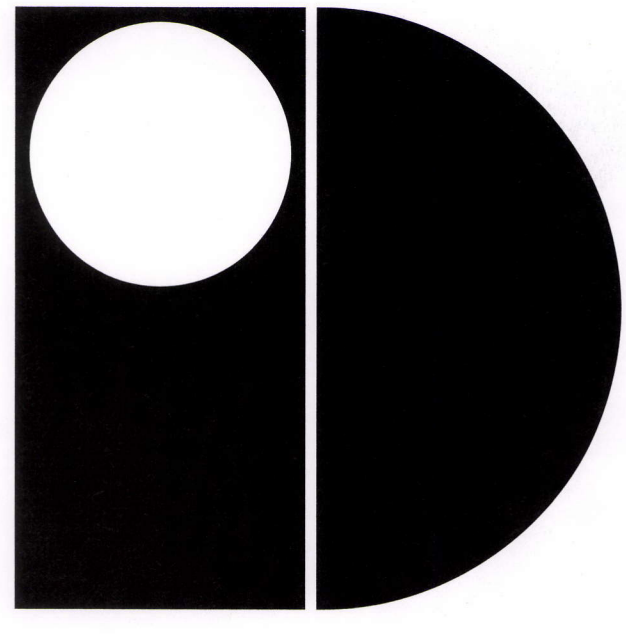
**Tower Hill Apartments**
1965 · John Kobold/
Hiller Rinaldo Associates · CA

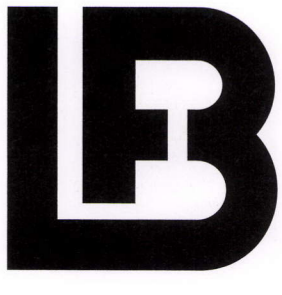
**Cobbler's Bench**
Footwear
1983 · Mo Lebowitz · US

**Golf Equipment**
1970s · David B. Gray/Pierre
Kleykamp Design Association · US

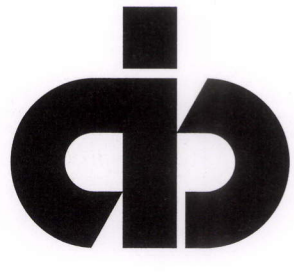


**Namiki Camera Shop**
1959 · Hiroshi Ohchi · JP



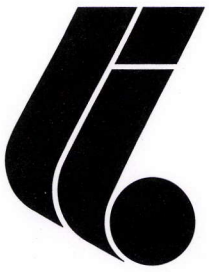


**Landesstelle für Betriebsschutz**
Occupational safety
1977 · Michael Herold · DE

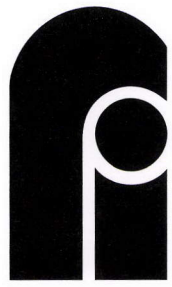


**Alcoholism Information Center**
1976 · Thomas Ohmer · US

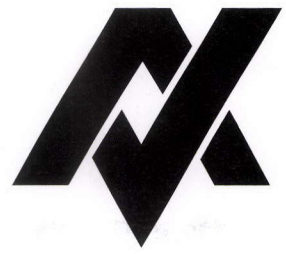
**Drevo Industries**
Construction materials
1973 · František Bobáň · CZ



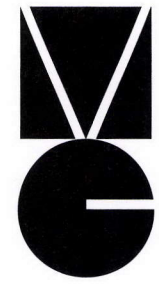
**Lorilleux International**
Inks
1971 · Alain Carrier · FR



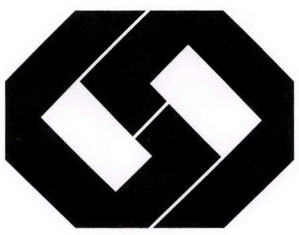
**Finitaliana**
1974 · Luigi Miani,
Guido Redaelli · IT



**Adaptive Test**
Machinery
1983 · Jack Evans · US

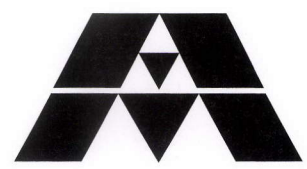


**Morris Graphics**
Printing
1966 · Leslie Smart · CA

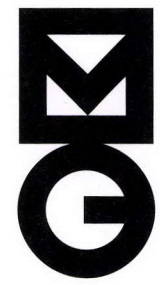


**Society of Graphic Designers of Canada**
1968 · Jacques E. Charette · CA

**Mikimoto**
Publishing
1981 · Kuniharu Masubuchi,
Hiroshi Iseya · JP

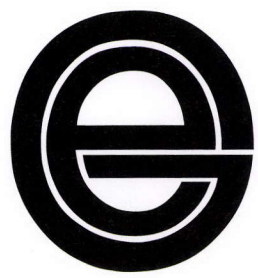


**Adhesive Materials**
1969 · Abram Games · UK

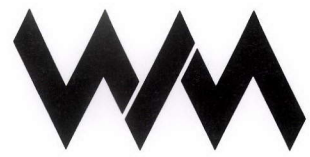


**Merlin Gerin**
Electronics
1966 · Gérard Guerre/Technés · FR

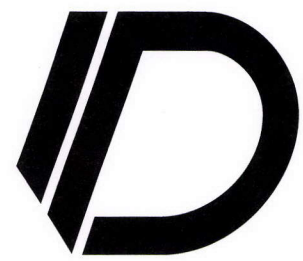
**Cook & Shanosky Associates**
Design
1960s · Cook & Shanosky
Associates · US



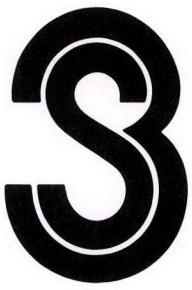
**Etta e Giovanni Brunazzi**
Design
1966 · Giovanni Brunazzi · IT



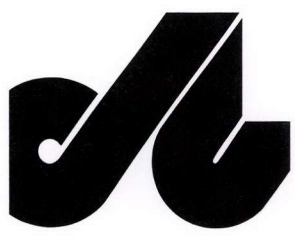
**Works Management Magazine**
1963 · Gavin Healey/
Healey Mills Associates · UK



**Grupo Domit**
Footwear
1979 · Fernando Rión · MX

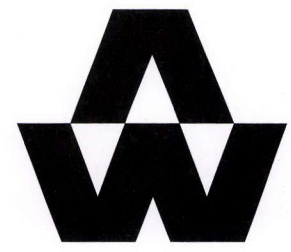


**3 Suisses**
Mail-order
1970 · Mario Cresci/Mafia · FR



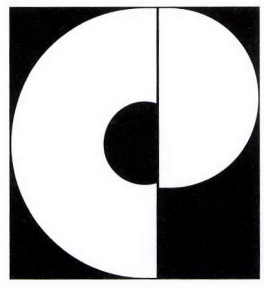
**Dinamica Umbra**
Haulier
1974 · Francesco Burcini · IT

**Deutsche Metallmesse**
Metals trade fair
1977 · Michael Herold · DE

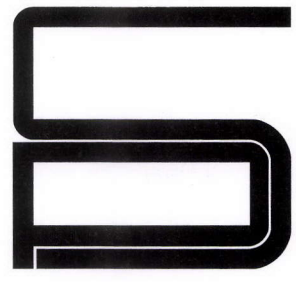


**Arvo Westerlund**
Construction company
1966 · Teuvo Tynkkynen/
Mainos Taucher Reklam · FI

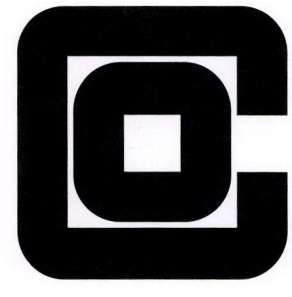
**Typogabor**
Typesetting
1971 · Paul Gabor · FR



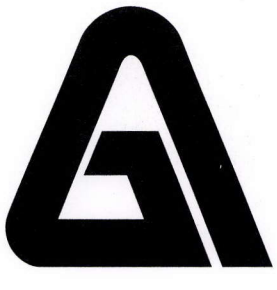
**C. Paakkinen**
Bakery
1963 · Rolf Christianson · FI



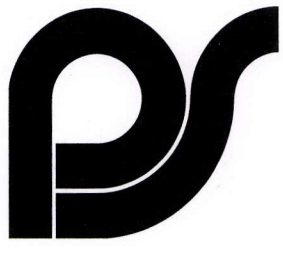
**Sunayama Productions**
Advertising films
1960s · Mitsuo Katsui · JP



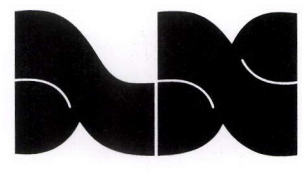
**Officine Calabrese**
Industrial vehicles
1963 · Heinz Waibl · IT



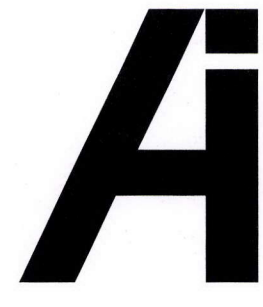
**GraphikArt**
Design
1966 · Yvon Laroche · CA



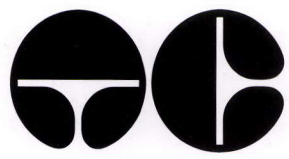
**Parking Services**
1977 · Scott Engen · US



**Studio AX**
Interior design
1979 · Othmar Motter · AT

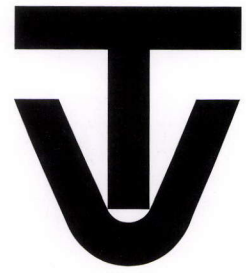


**Amitalia Fund Company**
Investment
1972 · Charles Rohonyi · BE

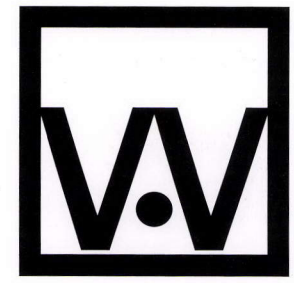


**Turri Casa**
Furniture
1963 · Armando Milani · IT

**Education and Architecture in the 20th Century**
Design workshop
1968 · William Newton · CA



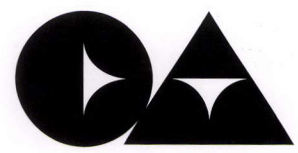
**Radiotelevisione Italiana**
Broadcasting
1950 · Erberto Carboni · IT



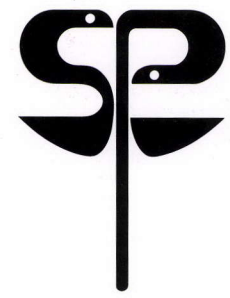
**Angelo Valaguzza**
Luggage
1968 · Salvatore Gregorietti/
Unimark International · IT

**3M**
Multi-technology products
1978 · Siegel & Gale · US

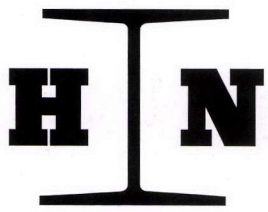
**bit**
Magazine
1967 · Till Neuburg · CH



**Camera di Commercio I.A.A. di Milano**
Chamber of commerce
1971 · Mimmo Castellano · IT

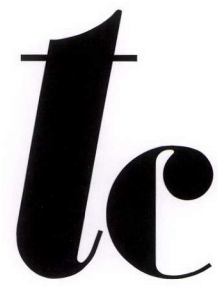


**Society of Physical Therapists**
1969 · Jay Hanson · US

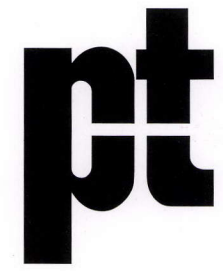


**Hans Neuburg**
Advertising
1940s · Hans Neuburg · CH

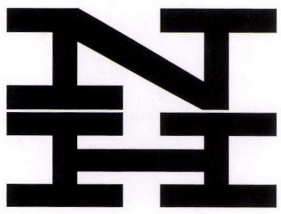
**C & B Italia**
Furniture
1967 · Bob Noorda/
Unimark International · IT



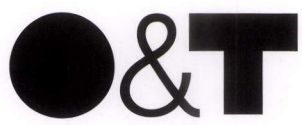
**Carlo Tiscornia**
Management consultancy
1967 · Carlo Cattaneo · IT



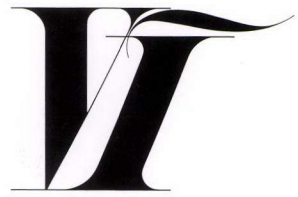
**Post & Telegraphs**
1968 · Damien Harrington/
Kilkenny Design Workshops · IE



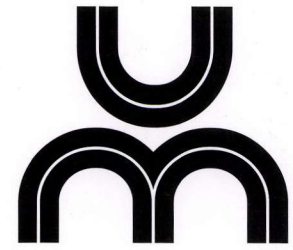
**New Haven**
Transportation
1954 · Herbert Matter · US



**Odermatt+Tissi**
Design
1970s · Odermatt+Tissi · CH

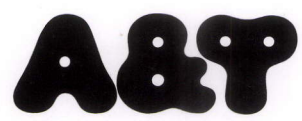


**6th Inter-American Banking Conference**
1960s · S. Neil Fujita · US



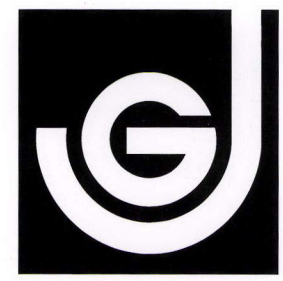
**Umemura Stainless**
Steelworks
1964 · Yoshio Hayashi · JP

**Silkeborg Møbelfabrik**
Furniture
1960s · Anonymous · DK



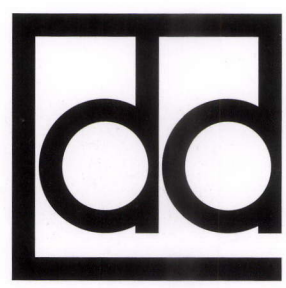
**Antiques & Things**
1965 · Arnaud Benvenuti Maggs · CA

**Unione Produttori di Sintetico per Calzature**
Association of shoe manufacturers
1973 · G. & R. Associati · IT



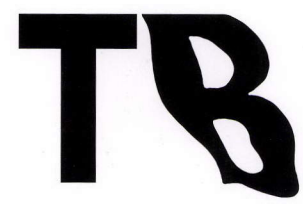
**Greenwich Joinery**
Carpentry
1973 · Kenneth Hollick · UK

**Gelatinewerk Stadtilm**
Gelatin
1965 · Dietrich Bauer · DE-GDR

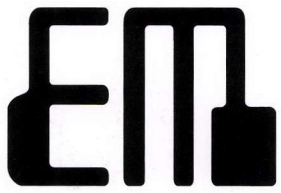


**Sapac**
Department store
1965 · Leen Averink · FR

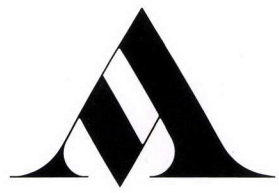
**Advertising & Sales Club of Toronto**
1966 · Manfred Gotthans,
Chris Yaneff · CA



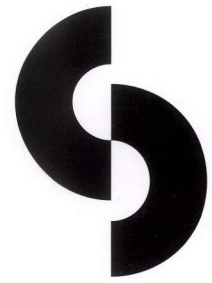
**Tokyo Boat Show**
1960 · Gan Hosoya · JP



**E. M. Miller**
Bank
1967 · Vance Jonson · US

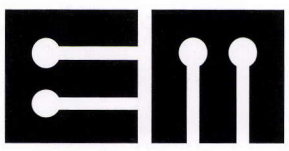


**Arnoldo Mondadori**
Publishing
1969 · Bob Noorda/
Unimark International · IT



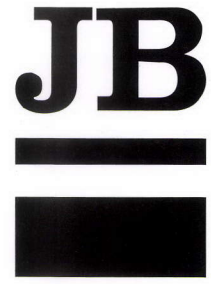
**Salient Records**
Record label
1969 · Rod Dyer · US

**Huebner & Henneberg**
Architecture
1957 · Randall R. Roth · US

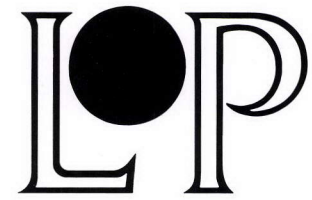


**Electronic Memory**
Computer systems
1966 · Ken Parkhurst & Associates · US

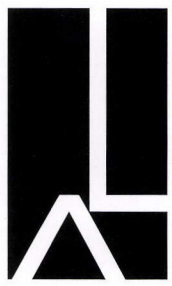
**Tokyo Young Brothers**
Textiles
1979 · Michio Ogura · JP



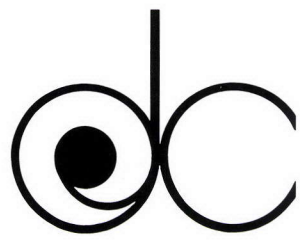
**Jornal do Brasil**
Newspaper
1973 · PVDI · BR



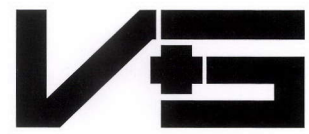
**Orive Laboratorios Perfumes**
1968 · Ribas & Creus · ES



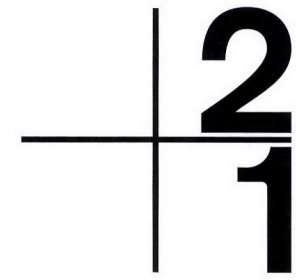
**Lenzinger Antennenbau**
Broadcasting antennae
1950s · Otto Krämer · CH



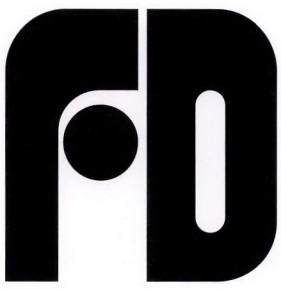
**Japan Design Council**
1958 · Hiroshi Ohchi · JP



**Voogelaar & Smulders**
Financial trading
1969 · A. G. Schillemans · NL



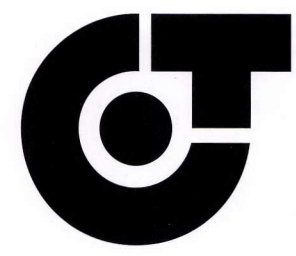
**2+1**
Television program
1967 · Pierre-Yves Pelletier · CA



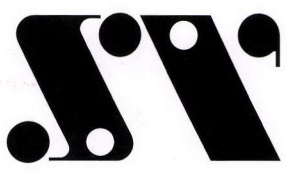
**Finland Designland**
Quality-mark
1968 · Eka Lainio/
Markkinointi Viherjuuri · FI

**Goma Shobo**
Magazine
1978 · Tetsuya Ota · JP

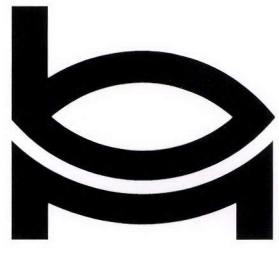
**Compagnie Financière**
Bank
1973 · Heinz Schwabe · DE



**Textima**
Cable insulation
1960s · Josef P. Grabner · CH



**Smalteria Viterbese**
Enamel
1961 · Italo Lupi · IT

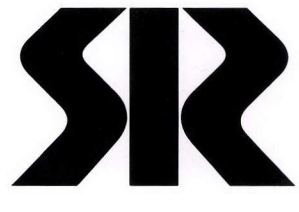


**Besana Mobili**
Furniture
1960 · Valeriano Piozzi/Piozzi & Cima · IT

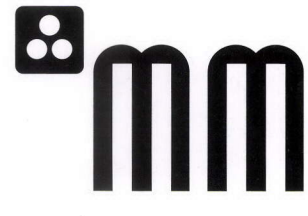
**Amnesty International**
Human rights organization
1972 · Robert Sessler · CH

**Vickers & Benson**
Advertising
1969 · Hans Kleefeld/
Stewart & Morrison · CA

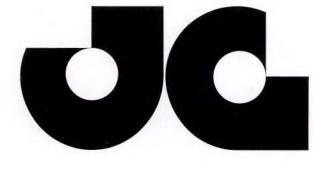
**Amici di Brera**
Conservation trust
1969 · Bruno Monguzzi/
Studio Boggeri · IT



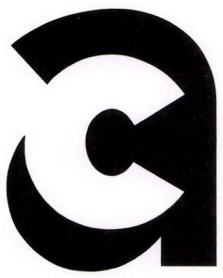
**Schweizerische Rückversicherung**
Insurance
1960s · Walter Reichen, Max Lenz · CH



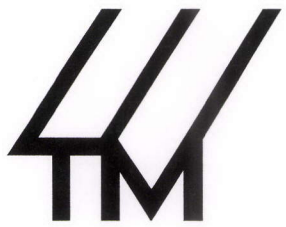
**MM Enclosures**
Metal containers
1960s · Ladislav Sutnar · US



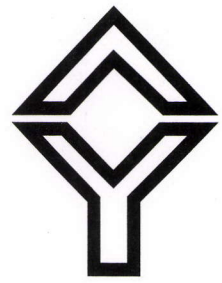
**Josef Grabner**
Design
1960s · Josef P. Grabner · CH



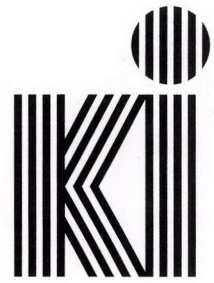
**A. C. Distribuidora**
1983 · Morfos Diseño · MX



**Three Mast**
Broadcasting
1977 · Eita Shinohara · JP

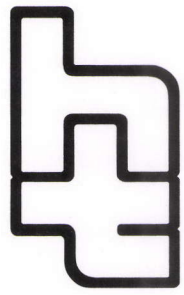


**Atelier Yran**
Design
1958 · Knut Yran · NO

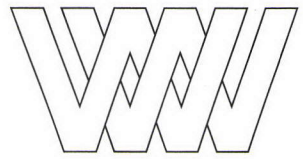


**Research Institute for Construction**
1982 · Mitsuo Ishida, Toshiro Abe · JP

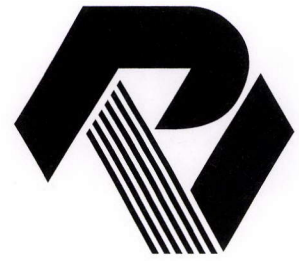
**Banco Comercial Brasil**
Bank
1967 · Aloísio Magalhães/PVDI · BR



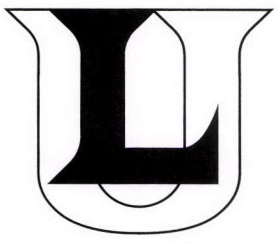
**Hoch- und Tiefbau**
Construction company
1940s · Walter Sigg · CH



**Wilson Walton International**
Signs
1970 · Alan Fletcher/
Pentagram · UK



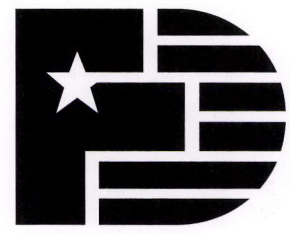
**Rutsker Verlag**
Publishing
1989 · Anonymous · DE



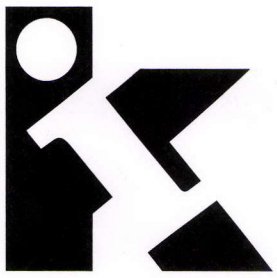
**Loyola University**
1959 · Bruce Beck · US

**Teatro Popolare Italiano**
Theater
1959 · Albe Steiner · IT

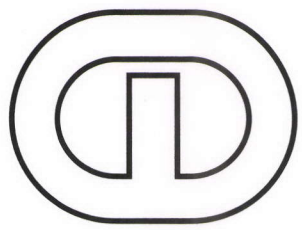
**Juan R. Da Costa Hidromaticos**
Automobile parts
1970 · Reynaldo Da Costa · VE



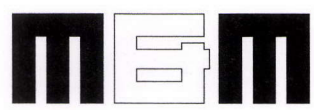
**Foote & Davies**
Printing
1972 · Critt Graham/
Visual Persuasion · US



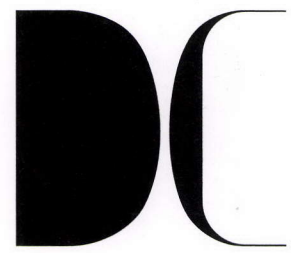
**Impresos Œlonia**
Packaging
1983 · Morfos Diseño · MX



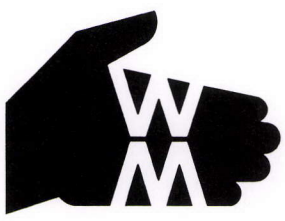
**G. D. Allestimenti**
Advertising
1969 · Studio GBR · IT



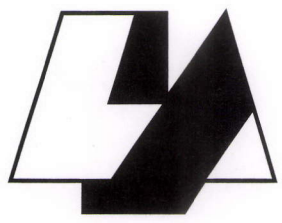
**Mason & Mcintosh**
Sales agents
1968 · Roger O. Denning · UK



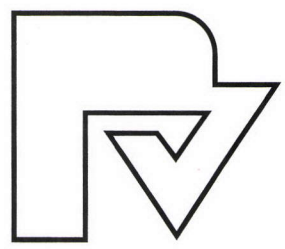
**Glass and Ceramics**
1965 · Zdeněk Ziegler · CZ



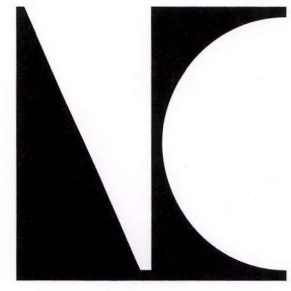
**Western Medical**
Pharmaceuticals
1975 · Marty Neumeier · US



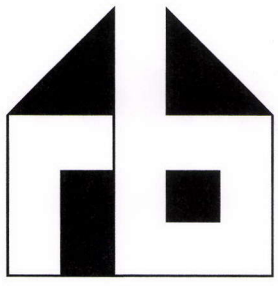
**Vesdre-Escaut**
Textiles
1965 · Luc Van Malderen · BE



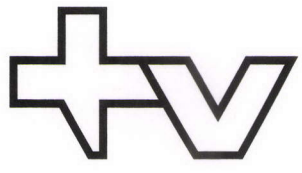
**Physica Verlag**
Publishing
1976 · Hans-Günter Diehl · DE



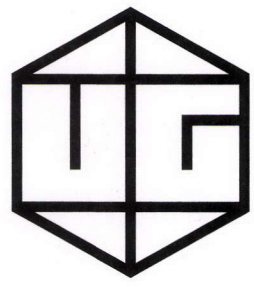
**Norrland Center**
Exhibition space
1967 · Lars Bramberg · SE



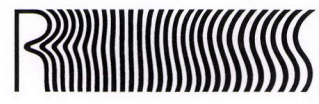
**Ringbau Bauunternehmen**
Construction company
1975 · Oanh Pham Phu · DE



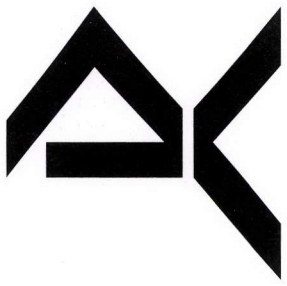
**Swiss TV**
Broadcasting
1958 · Carlo L. Vivarelli · CH



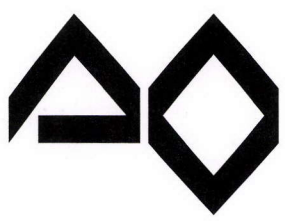
**United Glass**
Glass containers
1963 · David Caplan · UK



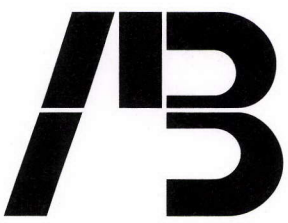
**Revolution Sound**
Recording studio
1969 · James Donahue/
Cooper & Beatty · CA



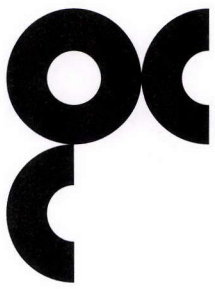
**Ahrend de Cirkel**
Office furniture
1962 · Aldo Calabresi/Studio Boggeri · IT



**Ahrend Oda**
Office furniture
1962 · Aldo Calabresi/Studio Boggeri · IT

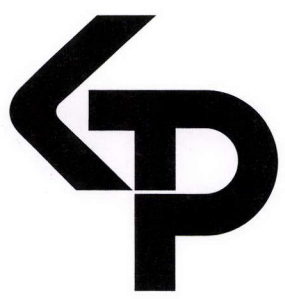


**Aannemingsbedrijf A.M.J. Bergmans**
Construction company
1967 · Bear Cornet · NL

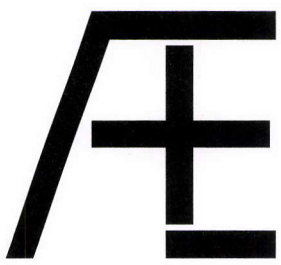


**Georges Coslin**
Architecture
1965 · Annamaria Coslin · IT

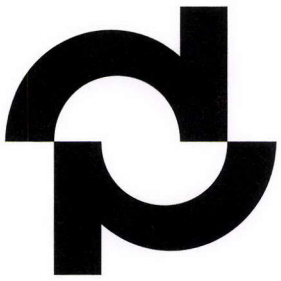
**Cemer**
Interior design
1970 · Marcello d'Andrea · IT



**Groupe Pechiney**
Chemicals
1968 · Roger Druet · FR



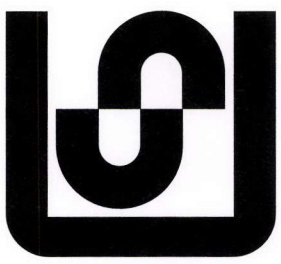
**Albert Einstein Hospital**
1961 · Alexandre Wollner · BR



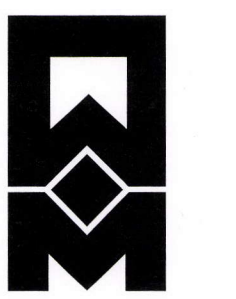
**De Pedrini**
Photoengraving
1968 · Mimmo Castellano · IT

**Dynaflair Corporation**
Architecture and engineering
1969 · Peter G. Ulmer/
Stewart & Morrison · CA

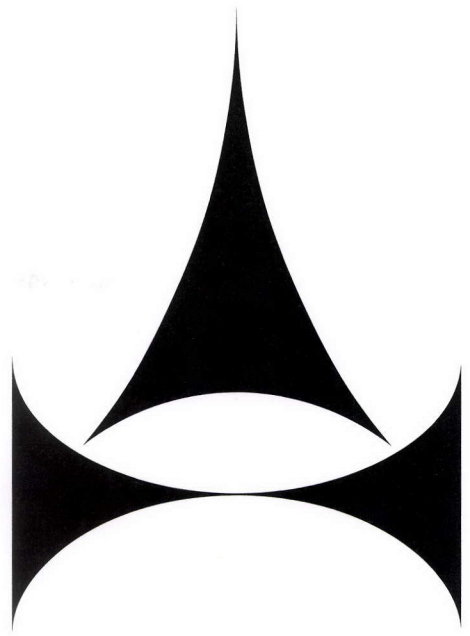
**T. Nishiwaki Visual Design Laboratory**
1955 · Tomoichi Nishiwaki · JP



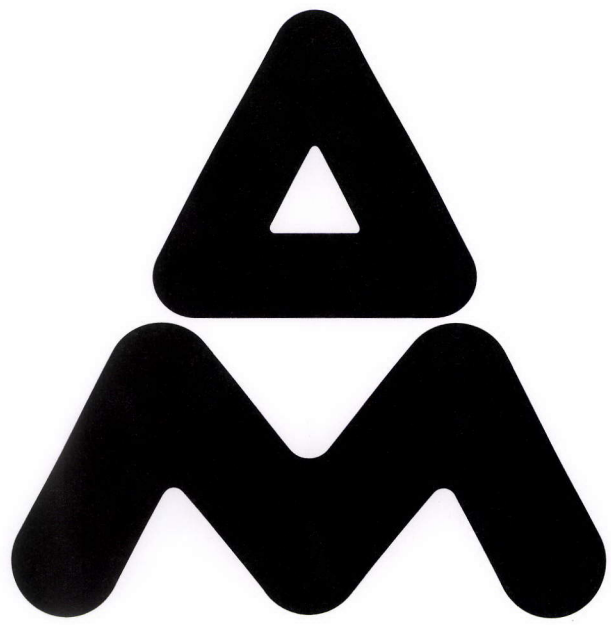
**United Steel Corporation**
1964 · Manfred Gotthans,
Chris Yaneff · CA



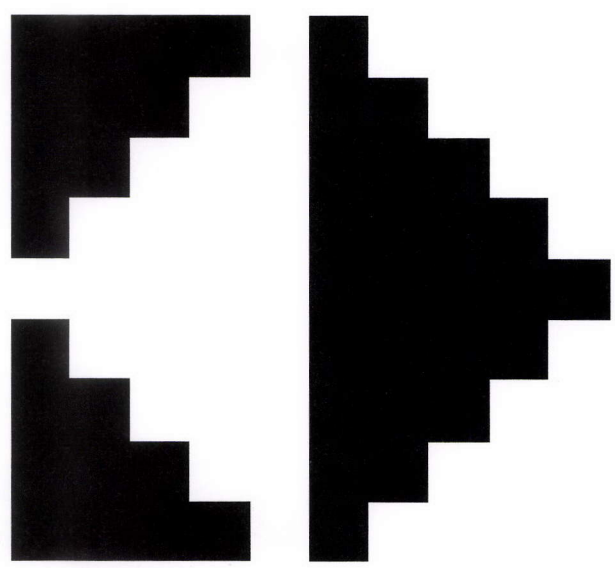
**Metallaufbereitung Erfurt**
Metal processing
1965 · Lothar Freund · DE-GDR



**Paris Hilton**
Hotel
1964 · Raymond Loewy/CEI · FR



**L'Acier Moulé, Paris**
Steel
1970 · Albert Boton/Delpire-Advico · FR

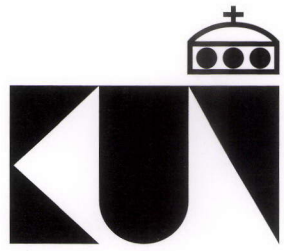


**Kuwayama Design Room**
1982 · Yasaburo Kuwayama · JP

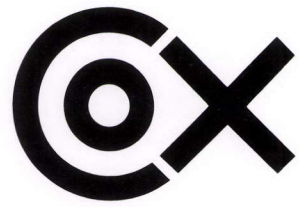
# Trois lettres

# Drei Buchstaben

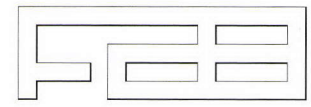
# Three Letters



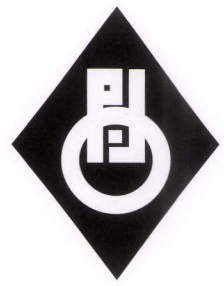
**Katholieke Universiteit Nijmegen**
University
1960s · Anonymous · NL



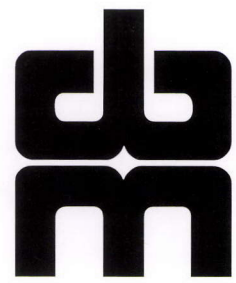
**Cox of Watford**
Furniture
1960 · Henrion Design Associates · UK



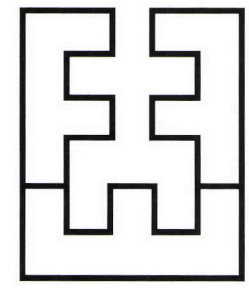
**Figli di Angelo Bonacina**
Furniture
1962 · Ilio Negri · IT



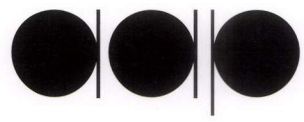
**Peter J. Oestergaard**
Publishing
1914 · Anonymous · DE



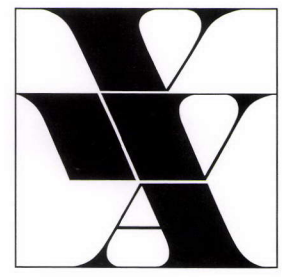
**CBM Concrete Company**
Construction materials
1970s · Bob Swisher · US



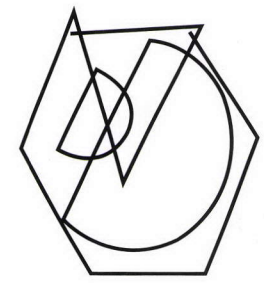
**EFF Eidgenössische Versicherungs AG**
Insurance
1950s · Helmuth Kurtz · CH



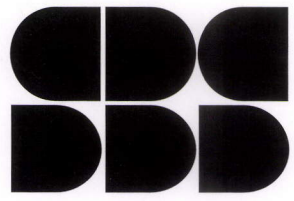
**Actualité des Arts Plastiques**
Magazine
1970 · René Ponot · FR



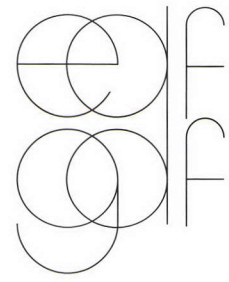
**Verwaltungs- und Wirtschaftsakademie, Düsseldorf**
Business academy
1986 · Paul Effert · DE



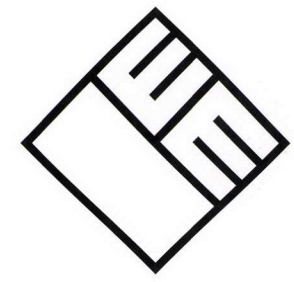
**Verlag der Dichtung**
Publishing
1920 · Anonymous · DE



**SBS Construction Management**
1980 · James Lienhart, Al Navarre · US

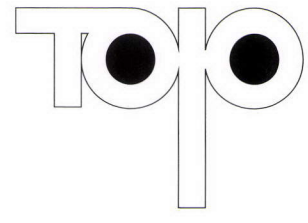


**Electricité de France - Gaz de France**
Energy supplier
1963 · Ilio Negri · FR

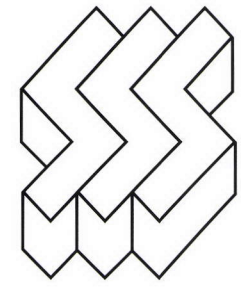


**Istituto Euchimico Milanese**
Chemical research
1967 · Armando Milani · IT

**Verlag Michael Winkler**
Publishing
1950s · Hermann Kosel · AT

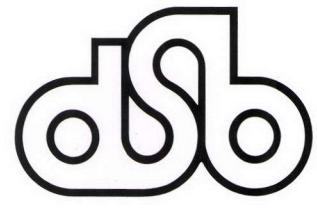


**Top Gallery**
Art gallery
1970 · John Lange · VE



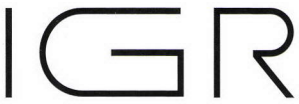
**Sun Sano Sogei-Sha**
Design
1982 · Yutaka Sato · JP

**IDI Cinematografica**
Film production
1972 · Sergio Salaroli · IT

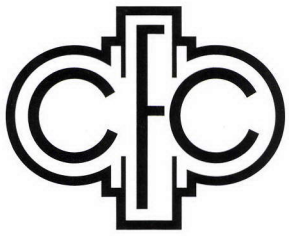


**De Swaan Bonnist**
Import-export
1960s · Gerard Wernars · NL

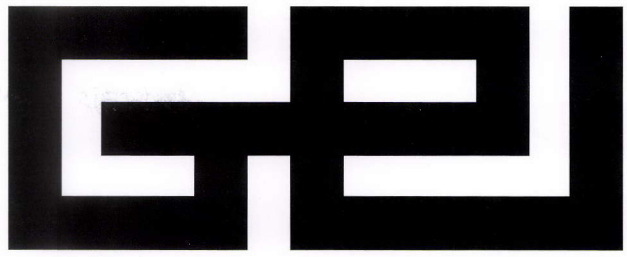
**Shin Nihon Shokken**
Foods
1981 · Tadashi Ishikawa, Hideko Sakado · JP



**International Gold Research**
1983 · Hiroshi Fukushima · JP

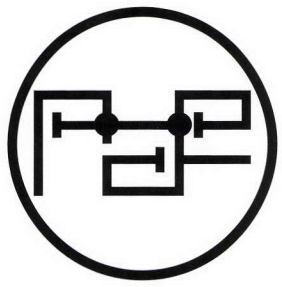


**C. F. Christensen**
Furniture
1950s · Anonymous · DK

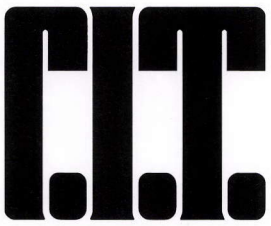


**Robert Geisser**
Design
1950s · Robert Geisser · CH

**The McBee Company**
Office supplies
1964 · Rudy Eswarin/
Stewart & Morrison · CA

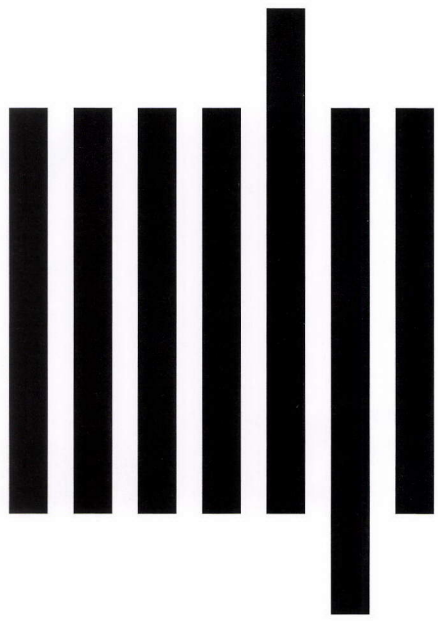


**Pirelli**
Tires
1960s · Albe Steiner · IT

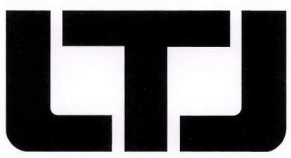


**City Investment Trust**
1971 · Ken Garland · UK

**Farbenfabriken Bayer AG**
Paints
1965 · Graphicteam Köln · DE

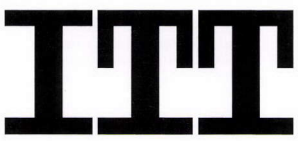


**M.I.T. Press**
Publishing
1962 · Muriel Cooper · US



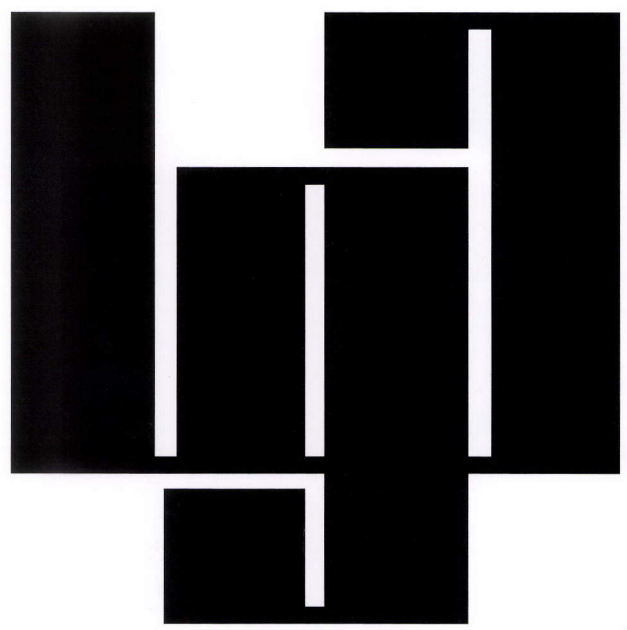
**Latham Tyler Jensen**
Industrial design
1963 · Charles MacMurray,
Sherman Mutchnick · US

**United States Steel Corporation**
1960s · Emil O. Biemann/
Lippincott & Margulies · US

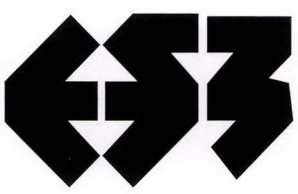


**International Telephone**
**& Telegraph Corporation**
1957 · Matthew Leibowitz · US

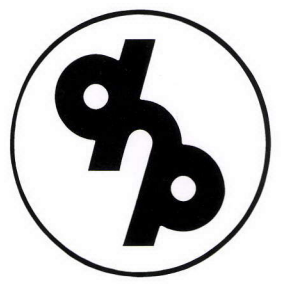
**LTZ Lichttechnik**
Lighting technology
1950s · Karl J. Weiss · CH



**Landesgewerbeamt Baden-Württemberg**
Trade supervisory office
1956 · Herbert W. Kapitzki · DE

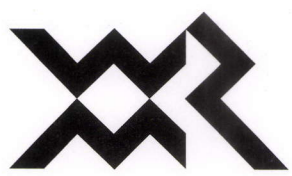


**ECTA-3**
Design
1973 · Alberto Isern/ECTA-3 · ES

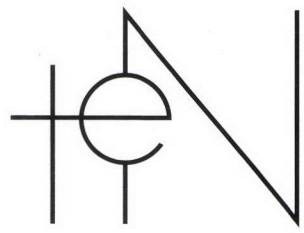


**Dai Nippon Printing**
1954 · Kenji Ito · JP

**American Gas & Chemicals**
1960s · Stanley Eisenman, David Enock · US

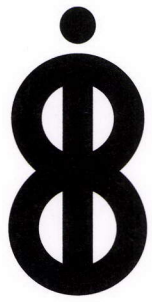


**William M. Rosenbaum**
Stockbrokers
1968 · Al Corchia · US



**Dr. Te Neuss Großdruckerei**
Printing
1950s · Heinz Schwabe · DE

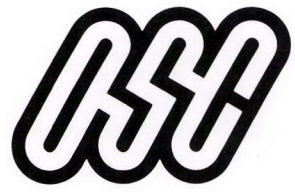
**Costruzioni Stradali e Civili**
Construction company
1965 · Udo Elzi · CH



**Independent Photographers Service**
1950s · Allan Robb Fleming · CA

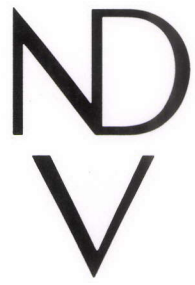
**R.J. Reynolds Industries**
Tobacco
1969 · Walter P. Margulies/ Lippincott & Margulies · US

**Plumbers & Mechanical Contractors Association**
1981 · Dennis Pehoski · US

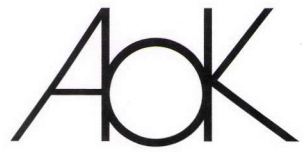


**OSC Italia**
1979 · Armando Milani, Maurizio Milani · IT

**Cine Club de Valencia**
Film club
1950s · Carlos Cruz-Diez · VE



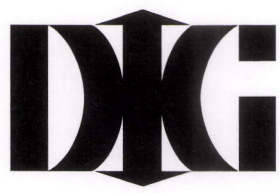
**Neue Darmstädter Verlagsanstalt**
Publishing
1949 · Helmut Lortz · DE



**Aok Kosmetik**
Cosmetics
1967 · Anonymous · DE

**Compagnia Amministratrice Fiduciaria**
Real estate
1970 · Giulio Confalonieri · IT

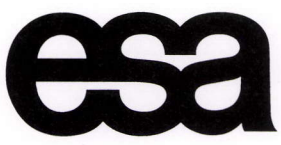
**SIG**
1960s · Erik Ellegaard Frederiksen · DK



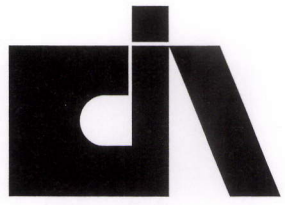
**Mutual Life Assurance Co.**
Insurance
1971 · John S. Brown · CA

**Ziegelkombinat**
Bricks
1965 · Martin Rosette · DE-GDR

**I.S.H.**
Pharmacy
1963 · Raymond Loewy/CEI · FR

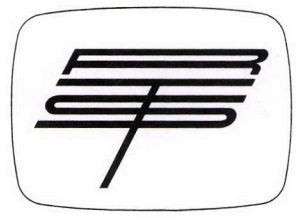


**Ente per lo Sviluppo dell'Artigianato**
Craft workers agency
1964 · Martin Diethelm · CH

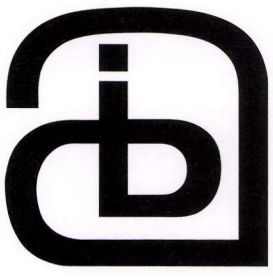


**Canadian Industrial Advertisers**
1968 · Anonymous · CA

**Cheddite Plastic**
1970 · Walter Bosshardt · CH

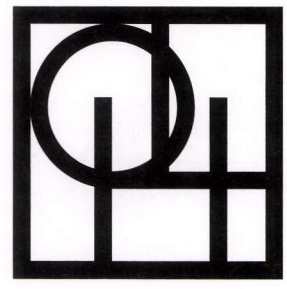


**Radio Télévision Scolaire**
Broadcasting
1965 · René Ponot · FR

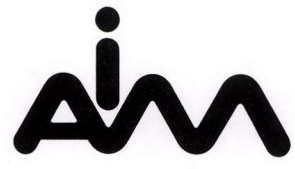


**AIB**
1965 · Heinz Schwabe · DE

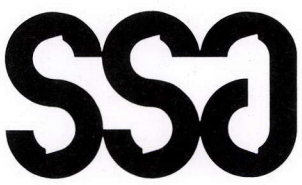
**Imprese Turistiche Barziesi**
Travel agency
1960s · Cecco Re · IT



**OHL Industrietechnik**
Industrial services
1970 · Heinz Schwabe · DE

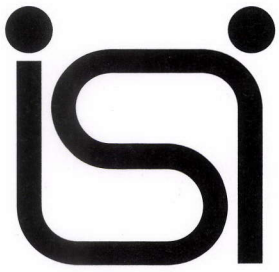


**Associated Irish Menswear**
1968 · Eric Patton · UK

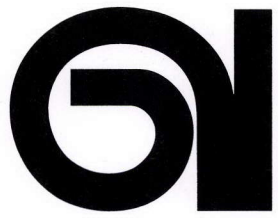


**School of Social Service Administration at the University of Chicago**
1970 · David L. Burke · US

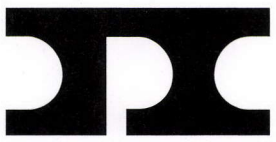
**Stuttgarter Messe und Kongress**
Trade fair
1975 · Michael Herold · DE



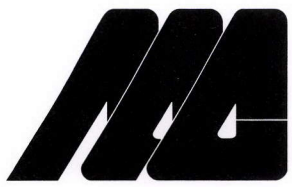
**Instructional Systems Incorporated**
Education training
1965 · Lance Wyman · US



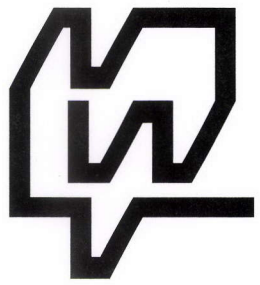
**General Química Layetana**
Chemicals
1968 · José Baqués · ES



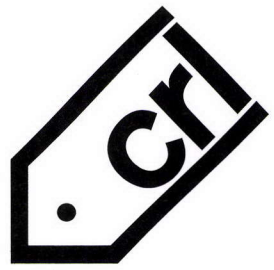
**Design Projects Center**
1960s · Leslie Smart,
Sid Bersudsky · CA



**Mac de España**
Management consultancy
1972 · Francisco Marco Vilar/
Grupo de Diseño · ES

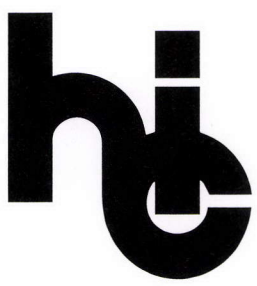


**Van Wijk & Wisser**
Import-export
1960s · Jan Jaring · NL




**CRL Products and Homewares**
Mail-order
1967 · Keith Murgatroyd · UK

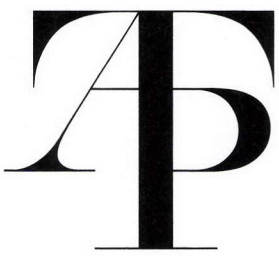
**Tobu**
Department store
1971 · Kakutaro Iimori · JP



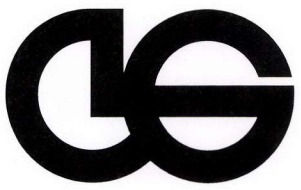
**Hatsune Industries Co.**
Machinery
1979 · Kenji Kaneko · JP

**Record Source International**
Record label
1959 · S. Neil Fujita · US

**Sie**
Textiles
1967 · José Baqués · ES

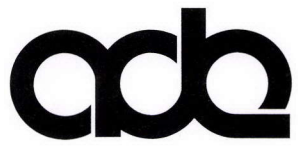


**Tri-Arts Press**
Printing
1960s · Freeman Craw · US



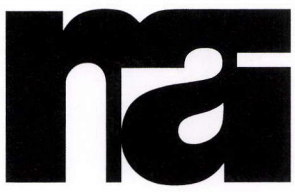
**Les Créations Graphiques**
Publishing
1960s · Jacques Nathan-Garamond · FR

**CTI Reiseclub**
Travel agency
1972 · Siegfried W. Küchler · DE



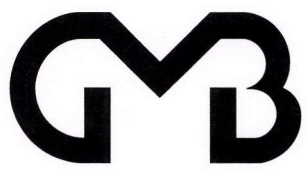
**Association des Designers du Canada**
1967 · Claude Gauthier · CA

**Sun Spice**
Spices
1960s · Koji Kato · JP

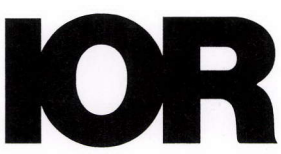


**Collezione Nai**
Interior design
1969 · Massimo Dradi · IT

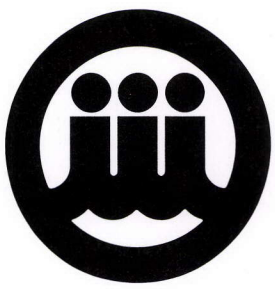
**Compas**
Travel agency
1970 · Manuel Espinoza · VE



**GMB Associates**
Management consultancy
1981 · GMB Associates · US



**Istituto Ortopedico Rizzoli**
Medical institute
1971 · Walter Hergenröther · IT

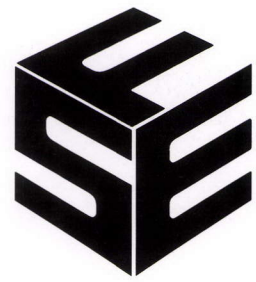


**Illumination Industries**
Lighting
1969 · Primo Angeli · US

**ICA Inköpscentralernas**
Retail group
1964 · Rune Monö · SE

**Einkaufsgenossenschaft des Autogewerbes**
Automobile manufacturers group
1950s · Hans Hartmann · CH

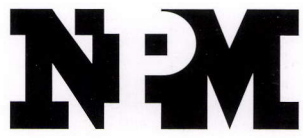
**Ticino Vito**
1980 · Max Huber · IT



**Société Financière Européenne**
Financial services
1960s · A. Baier/Delpire-Advico · FR

**First Los Angeles Bank**
1975 · Thomas Ohmer,
Lou Frimkess · US

**Società Nebiolo**
Type foundry
1960 · Aldo Novarese · IT



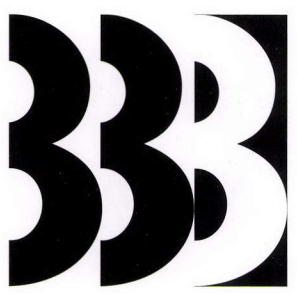
**New Product Management Group**
Market research
1979 · Michael J. Russell,
Sylvia Sewell · UK

**Ernest J. Swimmer**
Toy designer
1968 · Tony Russell · US

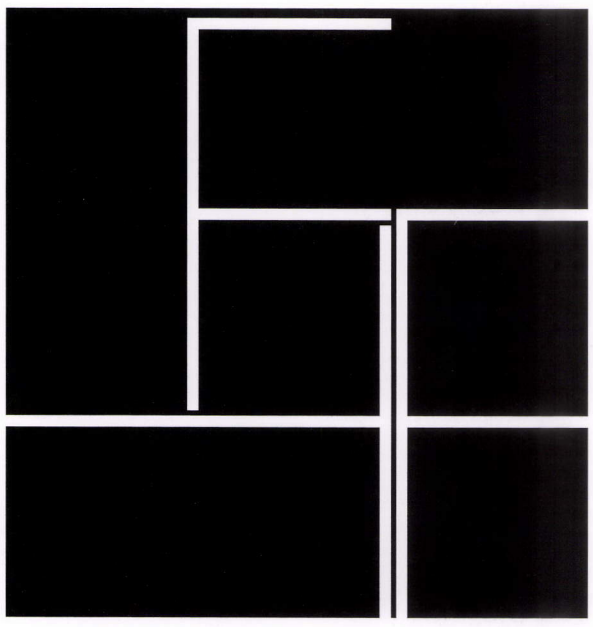
**National Parent**
**Teacher Association**
1977 · Edward Hughes · US

**La Gazzetta del Mezzogiorno**
Newspaper
1965 · Mimmo Castellano · IT

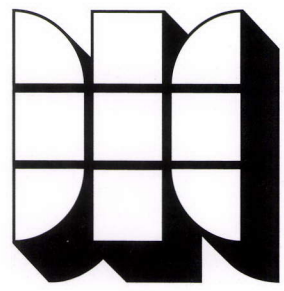
**Kitanippon Gyogyo**
Machinery
1983 · Masaki Fukuda · JP



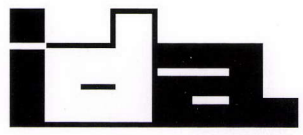
**33rd Biennale d'Arte, Venice**
Art festival
1966 · Bob Noorda · IT



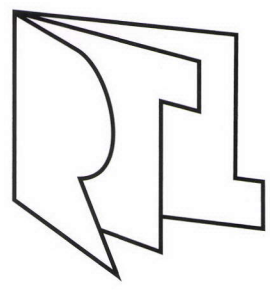
**Fonderie Typographique Française**
Type foundry
1962 · J.M.L. Richard · FR



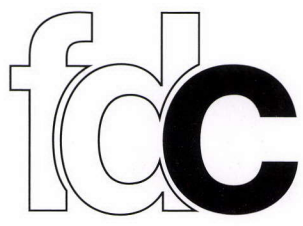
**Diffusion Industrielle à Céramique**
Ceramics
1968 · Serge Defradat/
Chourgnoz Publicité · FR



**Integrated Design**
**Associates**
1957 · Allen Porter · US

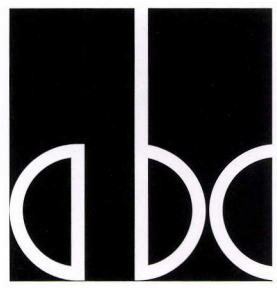


**RTL Plus**
Broadcasting
1989 · Anonymous · DE



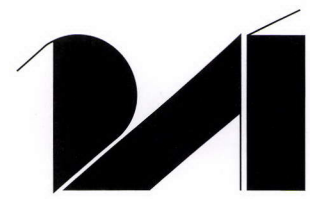
**Foreningen af Danske Civiløkonomer**
Association of business economists
1968 · Morten Peetz-Schou · DK

**Radio Advertising Representatives**
1966 · Tom Woodward · US



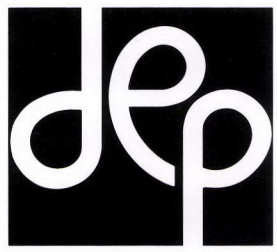
**ABC Verlag**
Publishing
1970 · Anton Schutzbach · CH

**General Felt Industries**
Textiles
1978 · Philip Gips · US



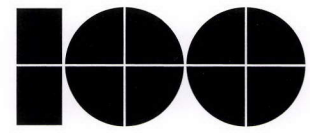
**Diseño Arquitectonico y de Interiores**
Interior design
1970 · Pedro Ariño · ES

**International Underwater Contractors**
Underwater engineering
1970 · Jeanette Koumjian/
Russell & Hinrichs · US

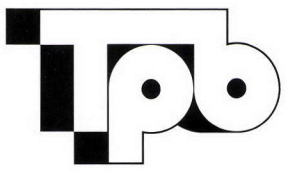


**Dent Everyman**
Publishing
1960s · John Alcorn · US

**Studio Zot**
Design and photography
1970 · R. Baldini, D. Ferrari, G. Valbonesi,
V. Vecchi/Studio Zot · IT

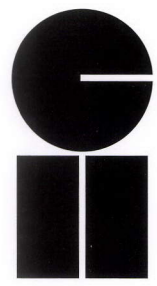


**100th Anniversary of the Printing Industries of New York**
1963 · Richard Danne/Gips & Danne · US

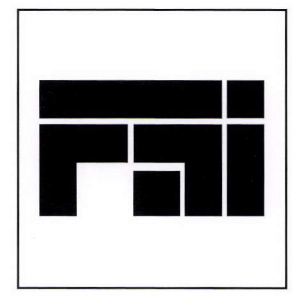


**Tintoria Paolo Barzaghi**
Industrial dyeing
1954 · Piero Ottinetti · IT

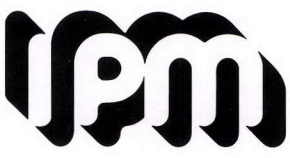
**Lambertus Verlag, Freiburg**
Publishing
1961 · Peter Lorenz · DE



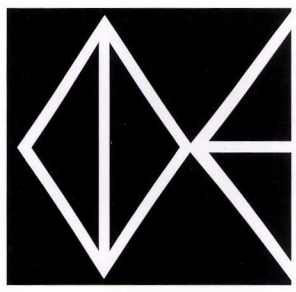
**Compagnie Internationale pour l'Informatique**
Computer science
1968 · Alain Carrier · FR



**Fai**
Furniture
1970 · Giulio Confalonieri · IT

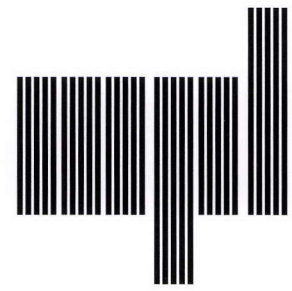


**IPM**
Foods
1982 · Francesco Burcini · IT

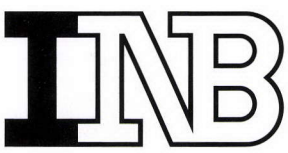


**Club degli Editori**
Book club
1960 · Bruno Munari · IT

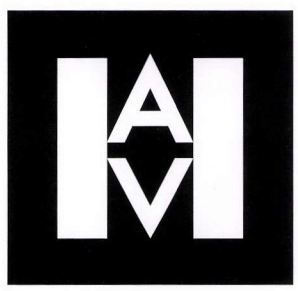
**Desarrollo de Técnicas para Astilleros**
Shipyard development
1973 · Alan Fletcher/Pentagram · UK



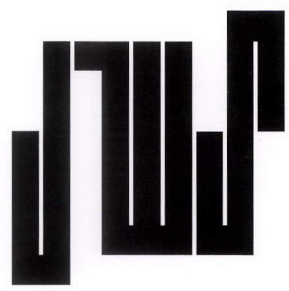
**Minneapolis Public Library**
1970 · Peter Seitz · US



**Illinois National Bank**
1975 · Chermayeff & Geismar · US

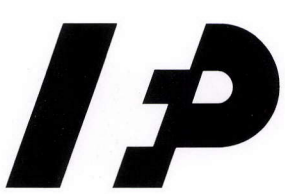


**Dr. Alfred Hüthig Verlag**
Publishing
1950 · Anonymous · DE

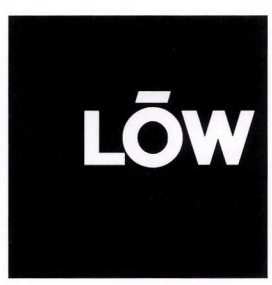


**JWS**
Machinery
1954 · Carlo L. Vivarelli · CH

**CPT Corporation**
Word processors
1973 · Peter Seitz · US



**Institut Français du Pétrole**
Petroleum research
1982 · George McGinnis · US

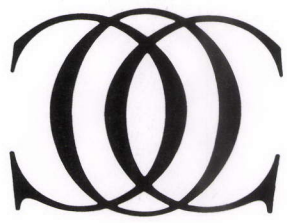



**Löw Schuhfabriken**
Footwear
1955 · Leo Gantenbein · CH

**Blatter Spieler Sachse Werbeagentur**
Advertising
1966 · BSS Werbeagentur · DE

**Hammel, Green and Abrahamson**
Architecture and engineering
1984 · Peter Seitz · US

**Deutscher Studien Verlag**
Publishing
1970 · Lily Regehr · DE

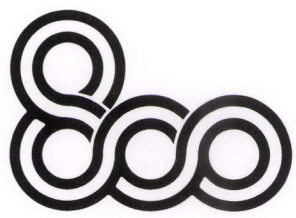


**Aktieselskabet C. Olesen**
Textiles
1956 · Acton Bjørn · DK

**Stop and Save**
**Trading Stamp Corporation**
1962 · Henry Robertz/
The Design Partnership · US

**Conditionarento Nord Italia**
Climate technology
1973 · R. Nava, D. Soffientini, G. Romani,
A. Ubertazzi · IT

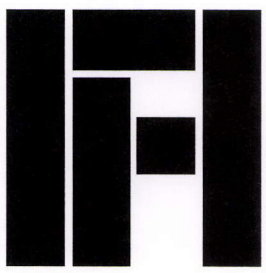
**Kentucky Farmers Bank**
1980 · Denise Spaulding · US



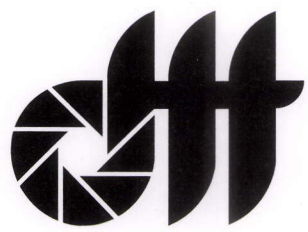
**800 År Jubilæum i Byen København**
City anniversary
1967 · Børge Nebel · DK

**Smith Kline & French Laboratories**
Pharmaceuticals
1968 · Kramer, Miller, Lomden,
Glassman Inc. · US

**Radio Corporation of America**
Electronics and entertainment
1968 · Walter P. Margulies/
Lippincott & Margulies · US

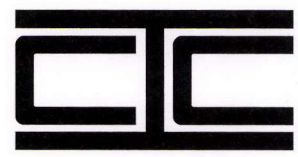


**Impresa Finanza Investimento**
Investment
1976 · Giovanni Brunazzi · IT

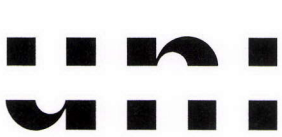


**Dansk Fotografisk Forening**
Photographers association
1970 · Morten Peetz-Schou · DK

**Art Directors Club (Germany)**
Advertising
1964 · Vilim Vasata · DE

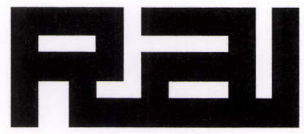


**Commercial Interiors Corporation**
Office design
1966 · Dominick Sarica · US



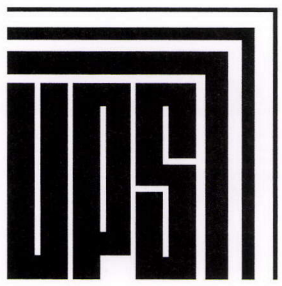
**Uni Design**
1971 · Yuji Baba · JP

**DDI**
Beverages
1969 · Morten Peetz-Schou,
Flemming Hedvard · DK



**RAI Radio Italiana**
Broadcasting
1960s · Erberto Carboni · IT

**Società Generale Semiconduttori**
Integrated circuits
1960s · Heinz Waibl · IT



**UPS Werbeagentur**
Advertising
1965 · UPS Werbeagentur · DE

**Linificio e Canapificio Nazionale**
Textiles
1966 · Silvio Coppola · IT

**Pfälzische Verlagsanstalt**
Publishing
1984 · Kurt Weidemann · DE

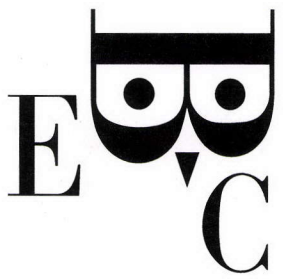
**Pirelli**
Tires
1960s · Aldo Calabresi/
Studio Boggeri · IT

**Fiorio**
Textiles
1959 · Enzo Mari · IT

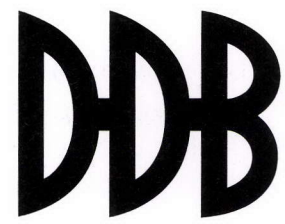
**Calefação Elétrica**
Heating technology
1971 · Aristo Rabin · BR

**IZI**
1970 · Heinz Schwabe · DE

**S.I.C. Ceramiche Artistiche**
Ceramics
1969 · Carlo Ciarli · IT



**Educational Broadcasting Corporation**
1960s · Walter Allner · US



**Editions Desclée De Brouwer**
Publishing
1953 · Michel Olyff · BE

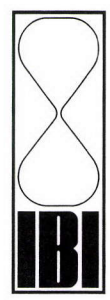
**Cave Carbonato Calcio**
Mining
1960s · Marco Del Corno · IT

**La Mercantil Rosarina**
Insurance
1960s · Gustavo Balcells · AR

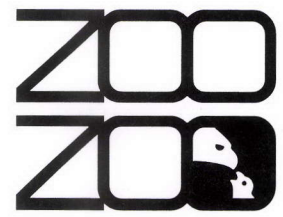
**Géo**
Canned foods
1967 · Roman Duszek/
Lonsdale Design · FR

**Kupferschmiede und Apparaturen C. Kunze**
Coppersmiths
1965 · Marlene Ramdohr-Bark · DE-GDR

**Overseas Containers Ltd.**
1975 · Implement · UK

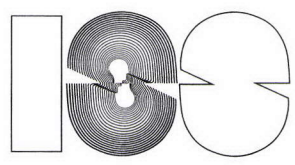


**International Bedaux Institute**
Workplace efficiency
1967 · Théodore Stamatakis/
Créations Stama · FR



**Washington Zoo**
1977 · Wyman & Cannan · US

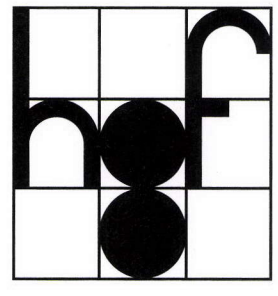
**ZIP Zündhölzer**
Matches
1960s · Enzo Rösli · CH



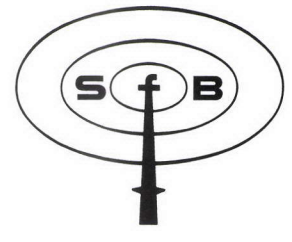
**I.S.S.**
Information technology
1971 · J. M. L. Richard · FR

**Großhandelsgesellschaft Möbel und Kulturwaren**
Wholesale domestic supplier
1965 · Kurt Tuma · DE-GDR

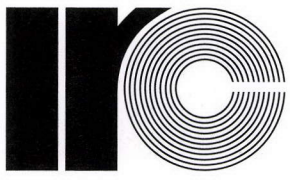
**Canadian International Paper Company**
1965 · Frank Lipari/
Gazette Printing Company · CA



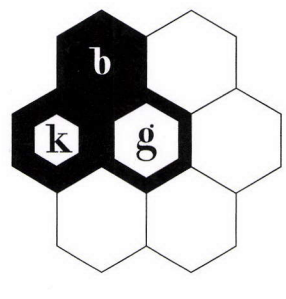
**Hygrade Fuels**
1968 · Leslie Smart · CA



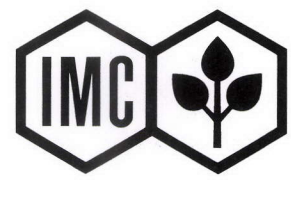
**Sender Freies Berlin**
Broadcasting
1950s · Heinz Schwabe · DE



**International Record Corporation**
Record label
1968 · J. & A. Breukelman
Design Associates · CA



**Basler Kulturgemeinschaft**
Cultural association
1940s · Hermann Eidenbenz · CH

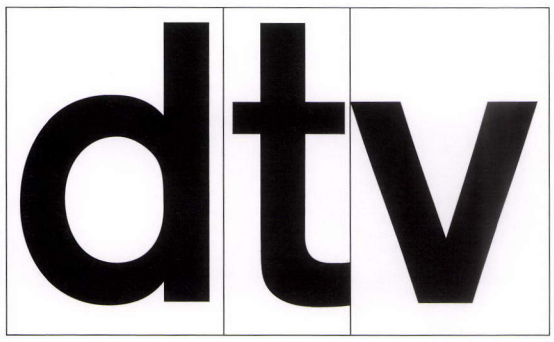


**International Minerals & Chemicals Corporation**
1959 · Morton Goldsholl · US

**Les logos sont la forme la plus abstraite du graphisme : l'image et la force d'une organisation ou d'une entreprise, concentrées dans un symbole doté d'une valeur de reconnaissance générale, immédiate. Simplicité et expressivité. Parfois, un logo résulte d'un long processus, de la première idée à la version finale.**
Hermann Zapf

**Logos sind die abstrakteste Form des Grafikdesigns: das Bild und die Stärke einer Organisation oder Firma, reduziert auf ein Symbol von allgemeinem, sofortigem Wiedererkennungswert. Schlichtheit gepaart mit Ausdruckskraft. Bisweilen steht ein Logo am Ende einer langen Entwicklung von der ersten Idee bis zur endgültigen Ausführung.**
Hermann Zapf

**The most abstract form of graphic design is logo design. The image and power of an organization or company reduced to a symbol recognized at once by everybody. Simplicity and expression combined in unity by the designer. Sometimes it is the result of a long transformation from the first idea to the final execution.**
Hermann Zapf




# Deutscher Taschenbuch Verlag

1961 · Celestino Piatti · CH/DE

**Celestino Piatti** (1922–2007) enrolled at the Zurich School of Arts and Crafts in 1937, before serving an apprenticeship in printing and graphic design. In 1948 he set up his own studio in Basel. His illustrations, with their bold, uncomplicated style, earned him success as well as many awards, while the animal books he himself wrote and illustrated made him internationally famous. His work for dtv was the mainstay of his career for over 30 years.

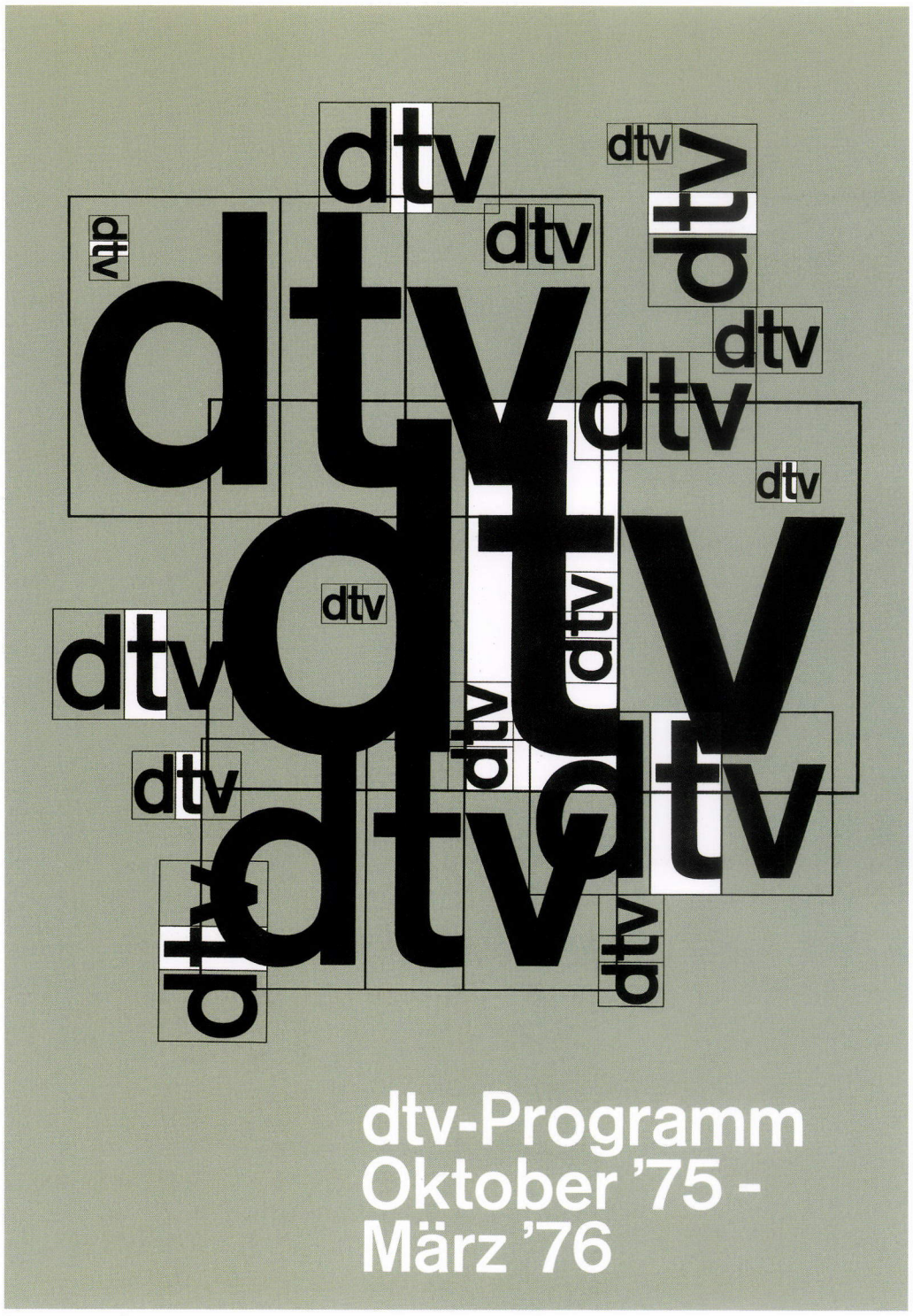
**Celestino Piatti** (1922–2007) besuchte 1937 die Kunstgewerbeschule Zürich und absolvierte anschließend eine Lehre in Druckerei und Grafik. Ab 1948 war er mit eigenem Atelier in Basel ansässig. Der markante Illustrationsstil bei Büchern und Plakaten verhalf ihm bald zum Erfolg und er erhielt zahlreiche Auszeichnungen. Seine eigenen Publikationen von Tierillustrationen machten ihn auch international bekannt. Die Arbeit für den Deutschen Taschenbuch Verlag bestimmte über 30 Jahre seiner Laufbahn.

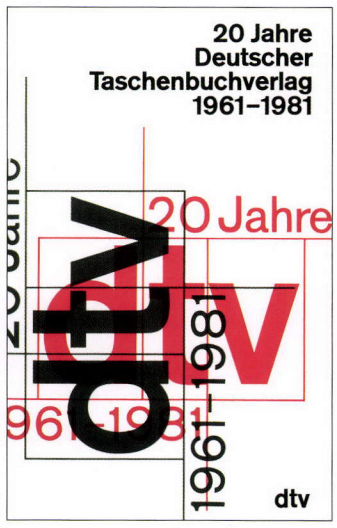
**Celestino Piatti** (1922–2007) fréquente l'École des arts et métiers de Zurich en 1937 avant de suivre une formation d'imprimeur et graphiste. À partir de 1948, il est établi à Bâle, où il fonde son propre atelier. Son style illustratif frappant de livres et d'affiches lui vaut bientôt le succès et de nombreuses distinctions. Ses propres publications d'illustrations animalières l'ont aussi fait connaître internationalement. Le travail qu'il a réalisé pendant plus de 30 ans pour le Deutscher Taschenbuch Verlag a été déterminant pour sa carrière.

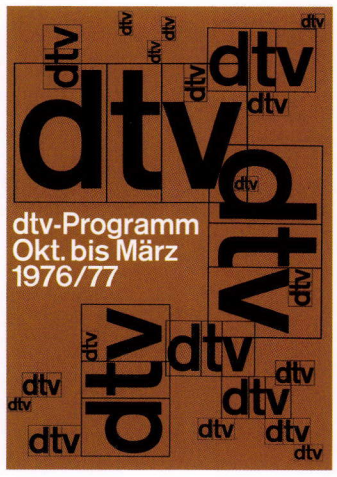
In 1961 eleven German-language publishers got together to found a label under which they could all publish their paperback books. The new publishing house confidently branded itself German Paperback Publishers—Deutscher Taschenbuch Verlag, or dtv for short. The Swiss graphic artist Celestino Piatti was chosen to design the logo and the covers for the first dtv titles. Piatti opted for simplicity and understatement. He started by selecting a middle-of-the-road typeface, Akzidenz-Grotesk, as a defining element in the company's first marketing campaign. The combination of its inexpensive paperbacks and simple, modern design perfectly captured the spirit of the 1960s. The firm flourished and, from small beginnings with only a few titles each year, went on to develop a wide-ranging list. Piatti remained dtv's designer for over 30 years and, until the introduction of a whole new design policy, created some 6,300 book covers and a constant stream of advertising material for the Munich-based publishers.

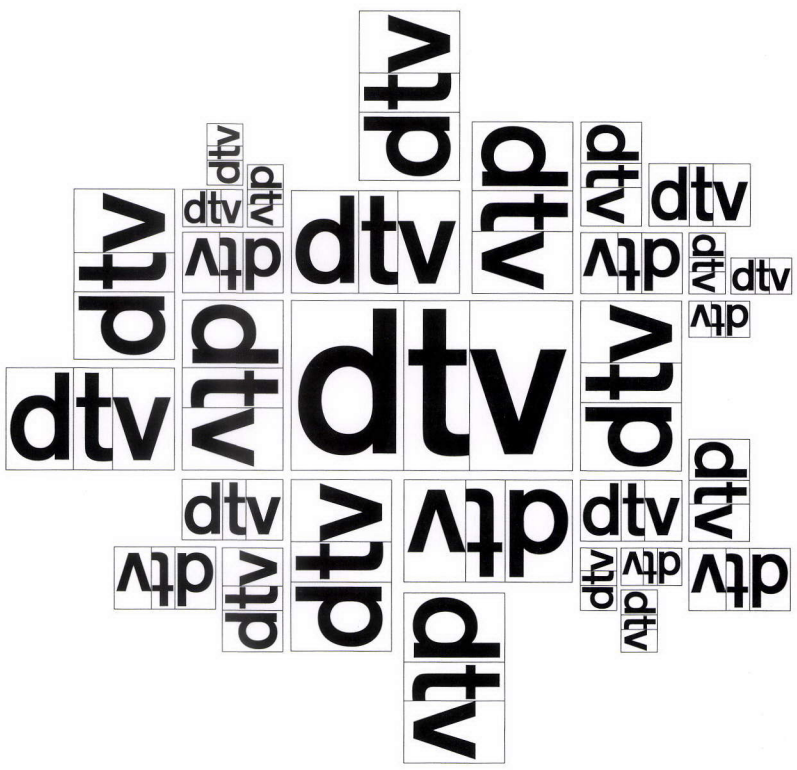
Im Jahr 1961 schlossen sich elf deutschsprachige Verlage mit dem Ziel zusammen, ein gemeinsames Taschenbuch-Label für ihre Werke zu gründen. Den neuen Verlag nannte man selbstbewusst Deutscher Taschenbuch Verlag, kurz dtv. Der Schweizer Grafiker Celestino Piatti wurde als Gestalter des Logos und der ersten dtv-Titel ausgewählt. Piatti setzte auf Reduktion und Understatement. Beginnend beim Logo nutzte er die neutrale Schrift Akzidenz Grotesk als bestimmendes Element im Auftritt des Verlages. Die preisgünstigen Taschenbücher, verbunden mit der reduzierten, modernen Aufmachung, trafen genau den Zeitgeist der 1960er-Jahre. Das Unternehmen florierte, aus anfangs wenigen Titeln pro Jahr entwickelte sich ein umfangreiches Buchprogramm. Piatti blieb über mehr als 30 Jahre der Gestalter des dtv und realisierte bis zur Neuausrichtung des Designs rund 6.300 Buchumschläge sowie unzählige Werbemedien für den Münchner Verlag.

En 1961, onze éditeurs de langue allemande se regroupaient pour fonder une maison d'édition spécialisée dans le livre de poche en vue de publier leurs œuvres. La nouvelle édition fut fièrement appelée Deutscher Taschenbuch Verlag [Le Livre de Poche Allemand], sigle dtv. Le graphiste suisse Celestino Piatti fut choisi pour la création du logo et la conception graphique des premiers titres. Piatti misa sur la réduction et la sobriété. Commençant par le logo, il sélectionna la fonte neutre Akzidenz Grotesk comme élément déterminant pour l'image de l'édition. Les livres de poche bon marché associés à une apparence minimaliste et moderne correspondaient parfaitement à l'esprit des années 1960. L'entreprise prospéra. Les quelques titres édités chaque année se transformèrent en un vaste programme éditorial. Piatti restera le designer de dtv pendant plus de 30 ans. Jusqu'à la redéfinition des orientations graphiques, il a réalisé quelque 6300 couvertures de livres et d'innombrables médias publicitaires pour l'éditeur munichois.



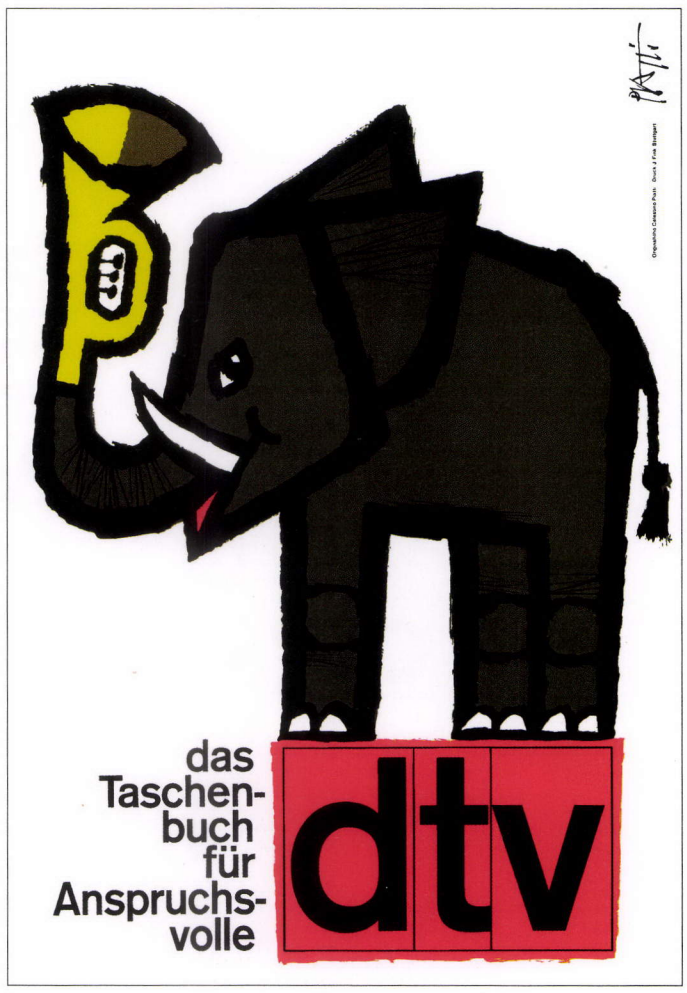



Multi-layering of dtv's muted, minimalist logo created an eye-catching brand identity, which appeared in different variations on the covers of the publisher's catalogs.

Durch den Effekt der Verdopplung wurde aus dem reduziert-kühlen dtv-Logo ein plakatives Werbemotiv. In unterschiedlichen Spielarten wurde dies bei Programmheften des Verlages wiederholt eingesetzt.

L'effet de redoublement transformait le logo sobre et froid de dtv en motif d'affiches voyant. Le procédé fut répété dans toutes sortes de déclinaisons sur les plaquettes commerciales de l'éditeur.




The poster campaigns for dtv were an opportunity for Piatti to use his favorite animal images. As the posters were all his own work, he was free to design them with no holds barred. His unmistakable style became instantly recognizable.

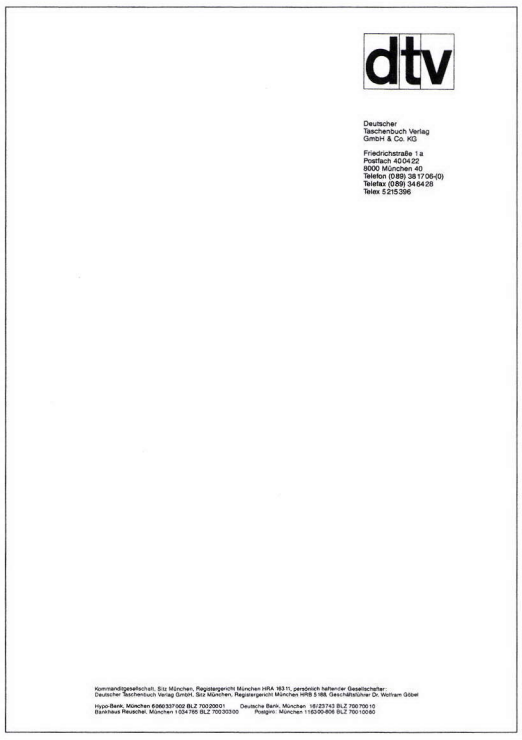
In der Plakatwerbung für den Verlag konnte Piatti sein bevorzugtes Motiv der Tiere unterbringen. Da sämtliche Arbeiten aus seiner Hand kamen, konnte er frei von Einschränkungen gestalten und erreichte durch seinen unverkennbaren Illustrationsstil einen hohen Wiedererkennungseffekt.

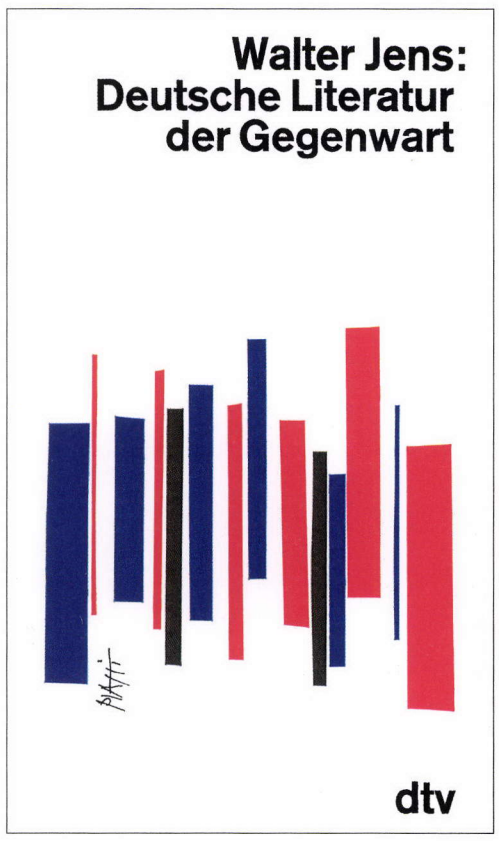
Dans la publicité extérieure de l'édition, Piatti put faire apparaître son motif de prédilection, les animaux. Tous les travaux étant de sa main, il put donner libre cours à son talent de créateur et parvint à un haut degré de reconnaissance de la marque grâce à son style illustratif incomparable.

White was the predominant color in all dtv's visual imagery. The unchanging typography used on dtv book covers was in stark contrast to the garish graphics used by competitors.

Weiß war die bestimmende Farbe im visuellen Auftritt des Deutschen Taschenbuch Verlags. Die immer nach gleichem typografischem Konzept aufgebauten Buchumschläge standen in krassem Gegensatz zur überladen-bunten Verlagsgrafik der Konkurrenz.

Le blanc est la couleur qui définissait l'identité visuelle du Deutscher Taschenbuch Verlag. Les couvertures de livres, toujours composées sur la base du même concept typographique, étaient en opposition flagrante avec le graphisme éditorial surchargé et chamarré de la concurrence.





# Mots

# Wörter

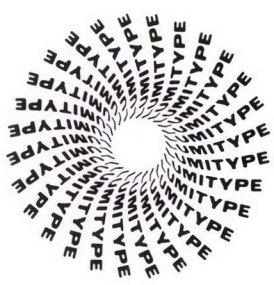
# Words

# Mots Wörter Words

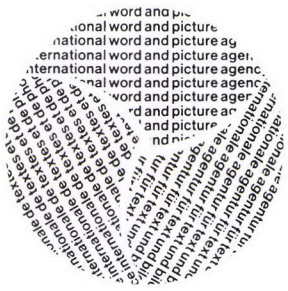
**Seriaal Galerie**
Art gallery
1968 · Pieter Brattinga · NL

**Speedaprint**
Printing
1968 · Robert Davies · UK

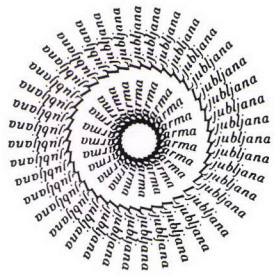
**Ankit Bombay**
1973 · Yeshwant Chaudhary · IN




**Lumitype Deberny & Peignot**
Type foundry
1963 · Rémy Peignot · FR

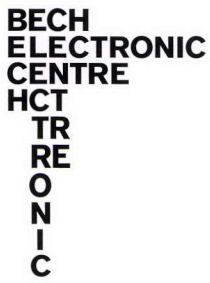



**International Word and Picture Agency**
1961 · Gérard Ifert · FR




**Comune di Parma**
Twinning Parma-Ljubljana
1964 · Franco M. Ricci · IT

**3rd Foratom Congress**
British nuclear forum
1967 · Gavin Healey/
Healey Mills Associates · UK



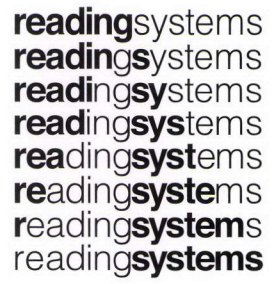

**Bech Electronic Centre**
Electronics
1959 · Karl Gerstner · CH

**Zanichelli**
Engineering
1960s · Walter Hergenröther · IT

**Schwaben Bräu**
Brewing
1960s · Nelly Rudin · CH

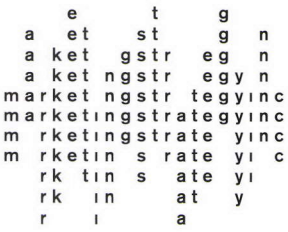
**Jeremy Lepard Films**
Film production
1967 · Rod Dyer · US

**Hull & Humber Cargo Handling**
Haulier
1968 · Eurographics · UK

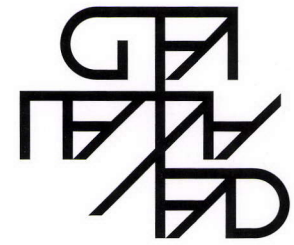



**Scott, Foresman and Company**
Publishing
1969 · Harry Boller/
Unimark International · US

**Red Green Blue**
Photographic reproduction
1968 · Rod Dyer, George Osaki,
Roland Young · US

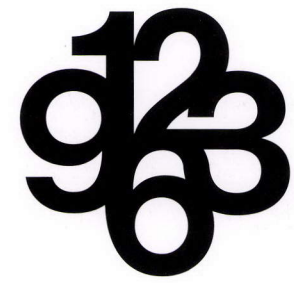



**Marketing Strategy Inc.**
Statistical research
1960 · Bill Wayman/Aron & Wayman · US

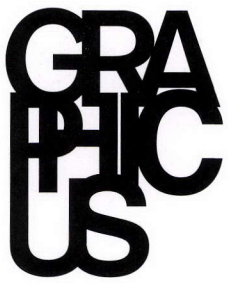


**FAD**
Design association
1962 · Josep Pla-Narbona · ES

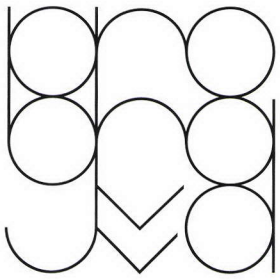
**Foto Studio 22**
Photography
1961 · Albe Steiner · IT



**Ritz Italora**
Watches
1972 · Da Centro Disegno · IT

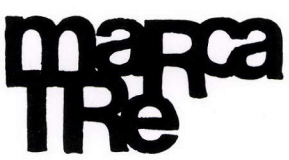



**Graphicus, Progresso Grafico**
Magazine
1966 · Giovanni Brunazzi · IT



**Ritz Italora**
Watches
1968 · Enzo Careccia/Opit Pubblicità · IT

**Greater London Secondary Housing Association**
1978 · Ken Garland · UK



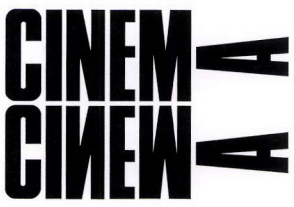

**Marca Tre**
Magazine
1966 · Giulio Confalonieri · IT

**Beverly Zigaretten**
Cigarettes
1967 · Heinz Schwabe · DE

**Rasiom**
Fuel oil
1968 · Giulio Confalonieri · IT

**Patio**
Interior design
1974 · Odermatt+Tissi · CH

**Svenska Missionsforbundets Union**
Missionary union
1960s · Karl Erik Lindgren · SE




**Cinema**
Television program
1966 · Yvon Laroche · CA

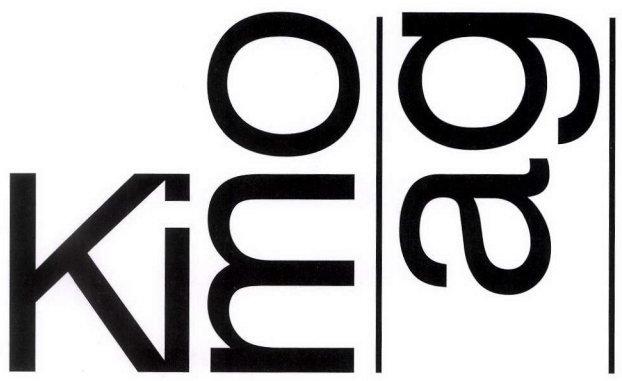
**Arnold**
1950s · Otto Krämer · CH

**Canaris**
Movie
1962 · Fischer-Nosbisch · DE

**Bau AG**
Engineering
1988 · Odermatt+Tissi · CH

**Kelvin Research Corporation**
1970s · Robert Hagenhofer · US

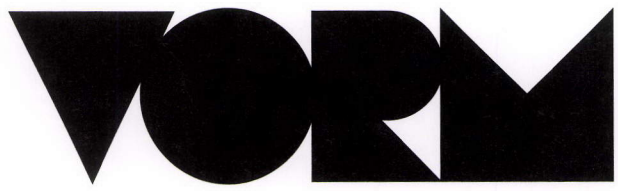
**Killian**
Department store
1969 · Heinz Waibl/Unimark International · IT/US




**Kimo**
Furniture
1976 · Odermatt+Tissi · CH

**Club de Butxaca**
Publishing
1960s · Jordi Fornas · ES

**Simon Suds**
Car wash
1969 · John Kobold/
Hiller Rinaldo Associates · CA



**Van der Vorm's**
Construction company
1968 · Geoffrey Gibbons/Allied International Designers · UK

**Thomas Bauer**
Furniture
1972 · Giulio Confalonieri · IT

**Swibar**
Watches
1986 · Yeshwant Chaudhary,
Ashok Sood · IN

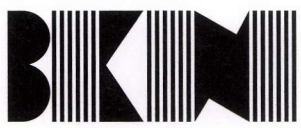
**Frigerio di Desio, Originals**
Furniture
1972 · Giulio Confalonieri · IT

**Bauer**
1950s · Fritz Moeschlin · CH

**Will Waller**
Packaging
1968 · Edi Doswald · CH

**Missoni, Alta Moda**
Fashion
1973 · Giulio Confalonieri · IT

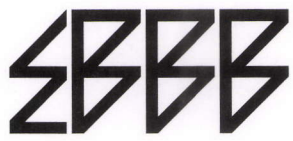
**Intermedia Vancouver**
Arts and sciences institute
1968 · Friedrich Peter · CA



**Bikini**
Nightclub
1973 · Alberto Isern/ECTA-3 · ES

**Galerie Visua**
Art gallery
1966 · Pierre-Yves Pelletier · CA

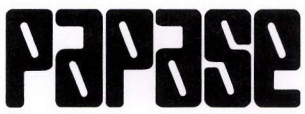
**Nido**
Ceramics
1960s · Piero Fornasetti · IT



**Biennale der Europäischen Grafik**
Design festival
1982 · Erwin Poell · DE

**Multiplay**
Toys
1970 · Ferruccio Soldati · CH

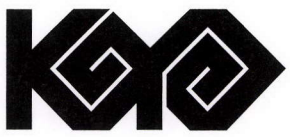
**Steiner**
Furniture
1953 · Alfred Willimann · CH



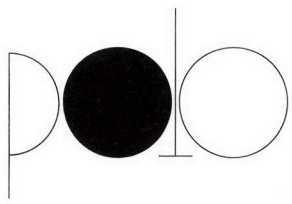
**Papase**
1970s · Franz Wagner · US

**Logix Kepner-Tregoe**
Education
1970 · Appelbaum & Curtis · US

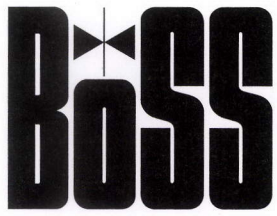
**Tanner**
Textiles
1968 · René Brotbeck · CH



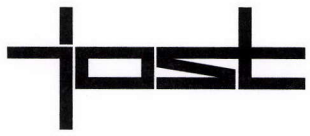
**Koyo Office Planning**
Computer systems
1983 · Hisahiro Umezawa · JP



**United States Polo Association**
1968 · James Lienhart/RVI Corp. · US



**Hugo Boss**
Fashion
1968 · Anonymous · DE



**Paul Jost**
Real estate
1950s · Lilly Hauser-Baertschi · CH

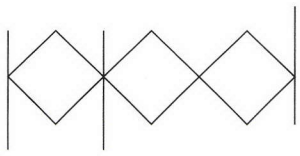
**Interdomo**
Industrial design
1973 · Giulio Confalonieri · IT

**Automatic Catering and Vending Machines**
1974 · Ken Garland · UK

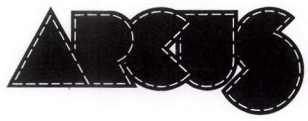
**Martignoni Elettrotecnica**
Electronics
1965 · Veniero Bertolotti/Studio 4 · IT

**Record Magazine**
1970 · Peter Hablützel/
Gazette Printing Company · CA

**Ocrim**
Engineering
1973 · Giulio Confalonieri · IT



**Pier Paolo Delitala**
Furniture
1959 · Ilio Negri · IT



**Arcus - Tonon Laburthe**
Footwear
1973 · J. C. Jouis/Look · FR

**Dalmau, Barcelona**
Art gallery
1969 · Pérez Sánchez · ES

**Asics**
Sporting goods
1977 · Herb Lubalin · US

**Lignoplast**
Plastics
1960s · Alfred Willimann · CH

**Cementeria di Merone**
Cement
1962 · Paul Bühlmann · CH

**Makno**
Advertising
1971 · G. & R. Associati · IT

**Therma**
Household appliances
1958 · Carlo L. Vivarelli · CH

**Arpa**
Photographic laboratory
1972 · Silvio Coppola · IT

**Campus**
Furniture
1970 · Pino Tovaglia · IT

**Libreria Cortina**
Bookstore
1965 · Italo Lupi · IT

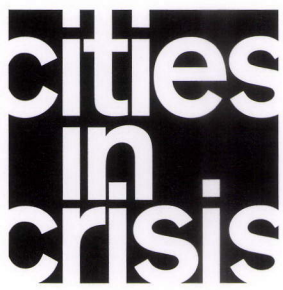
**Belli Costruzioni Edilizie**
Construction company
1969 · Sergio Salaroli · IT

**Duropal**
Kitchen laminates
1970 · Ekkehart Rustmeier · DE

**Max Wiener**
Textiles
1965 · Karlheinz Herke · DE-GDR

**B.A.G. Turgi**
Lighting
1960s · Gottfried Honegger,
G. Soland · CH

**DMS**
Publishing
1962 · Wolf D. Zimmermann · DE




**Cities in Crisis**
Documentary movie
1967 · Dietmar R. Winkler · US

**Super Tuft Super Flock**
Carpets
1960 · Dietmar Hochstein · DE

**Case**
Tractors
1970s · Anonymous · US

**Fix & Fertig**
Foods
1965 · Gerhard Voigt · DE-GDR

**Jetzer**
Furniture
1965 · Anonymous · CH

**Acetat**
Chemicals
1957 · Hubert Czermak · DE

**Canadian International Comstock**
Construction company
1969 · Arthur Irizawa/
Stewart & Morrison · CA

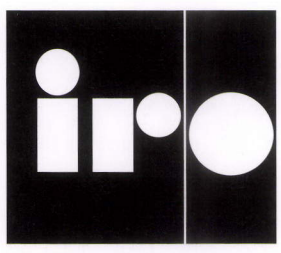
**Groupe Design**
Industrial design
1959 · Luc Van Malderen · BE

**Venyl**
Textiles
1973 · Heinz Schwabe · DE

**Optatron E**
Electronics
1960 · Hans-Joachim Brauer · DE

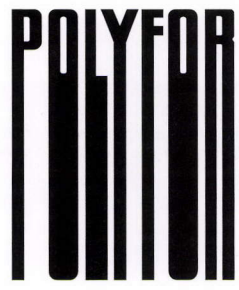
**Karl Frech**
Bookstore
1965 · Klaus Neumeister · DE-GDR

**Müller Papeterie**
Office supplies
1967 · Hans R. Woodtli · CH

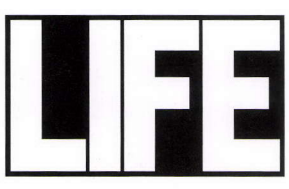



**Iro Bandfournisseure**
Machinery
1959 · Hanns Lohrer · DE

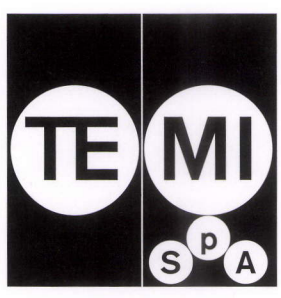
**Pluvius**
1955 · Uli Huber · DE




**Polyfor**
Textiles
1970 · Rudi Meyer/Publicis · FR




**Life**
Magazine
1978 · Anonymous · US




**TEMI**
Freight
1960 · Max Huber · IT

**Polycon, VVB Baumwolle**
Cotton
1965 · Walter Seifert · DE-GDR

**SISFI**
Swiss-Italian trade union
1960s · Walter Ballmer · CH

**Lawron Industries**
Plastics
1969 · René Demers/
Hiller Rinaldo Associates · CA

**L'eggs, Hanes Hosiery**
Pantyhose
1970 · Roger J. Ferriter/
Lubalin, Smith, Carnase · US

**Readak**
Reading comprehension systems
1969 · Primo Angeli · US

**Gilcodan**
Textiles
1970 · Adam Moltke · DK

**Pacific**
Theater group
1969 · Jerry Braude · US

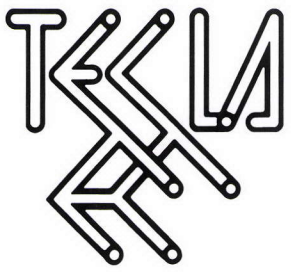
**Dürr**
Mechanical engineering
1972 · Werner Hartz · DE

**Ditto**
Photocopiers
1960s · Morton Goldsholl
Design Associates · US

**Levy's**
Department stores
1969 · Heinz Waibl/
Unimark International · IT/US

**VEB Deko**
1965 · Manfred Wolf · DE-GDR

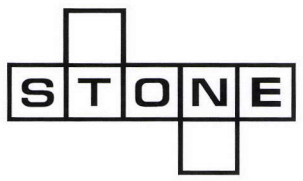
**Vêtements de Vacances**
Textiles
1962 · Jean Widmer · FR



**Tecla Tofano**
Art exhibition
1969 · Manuel Espinoza · VE

**Dunlop Footwear**
1960s · Kenneth Lamble/Clements · UK

**ADV Welle Möbelwerke**
Furniture
1972 · Max Graf von Pückler,
Norbert Schramp · DE



**Stone Container Corporation**
Packaging
1959 · Morton Goldsholl · US

**KALA**
Art gallery
1960s · Juan Carlos Destéfano · AR

**Ladybug**
Magazine
1969 · Jay Dillon/Hess & Antupit · US

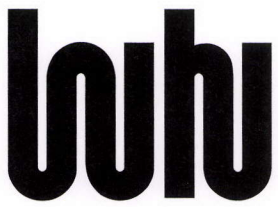
**United Supply Company**
Plumbing suppliers
1966 · Appelbaum & Curtis · US

**Boîte à Musique**
Record store
1957 · Karl Gerstner/GGK · CH

**Tout logotype doit être agréable à l'oreille, ne pas susciter d'associations négatives, être prononçable dans une langue étrangère et aussi court que possible. Il est préférable à tout autre type de marque parce qu'il véhicule un contenu informatif direct.**
Anton Stankowski

**Jede Wortmarke muss phonetisch gut klingen, keine negativen Assoziationen hervorrufen, in einer fremden Sprache aussprechbar und möglichst kurz sein. Sie ist jeder anderen Markenart vorzuziehen, weil sie einen direkten Informationsgehalt hat.**
Anton Stankowski

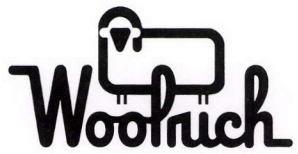
**Any word-mark should sound good phonetically, have no negative associations, be easy to pronounce in a foreign language, and be as short as possible. In this way it will be more desirable than other brands because it directly informs the viewer.**
Anton Stankowski



**Burkhalter & Hufschmid**
Electronics
1960s · Atelier Stadelmann Bisig · CH

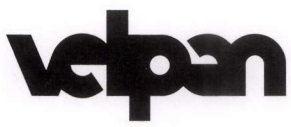
**Ketch Giorgio Confezioni**
Textiles
1972 · Giulio Confalonieri · IT

**Mobba**
Automobiles
1956 · Joan Pedragosa · ES



**Woolrich Manufacturing**
Cotton
1966 · Kramer, Miller, Lomden, Glassman Inc. · US

**Lever Data Processing System**
1969 · Dominick Sarica/
Wallack & Harris · US



**Velpan**
Carpets
1969 · Enzo Mari · IT

**Tecla Sala**
Yarns
1963 · Joan Pedragosa · ES

**Sica**
Textiles
1970 · Mimmo Castellano · IT

**Companhia Brasileira de Estruturas**
Construction company
1965 · Aloísio Magalhães/PVDI · BR

**Spazio Olivetti Arredamenti Metallici**
Furniture
1967 · Walter Ballmer · IT

**Union Kassenfabrik**
Safe manufacturers
1966 · Odermatt+Tissi · CH

**Rodo**
Toys
1970 · Ken Garland · UK

**Pirelli Rivestimenti**
Plastics
1958 · Giulio Confalonieri · IT

**Targa**
Textiles
1969 · Rudi Meyer/Publicis · CH

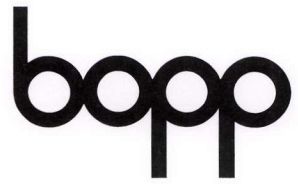
**Anglo Iberica de Construcciones**
Construction company
1965 · Ribas & Creus · ES

**Lamper**
Furniture
1971 · Francesc Guitart · ES/FR

**Datalink**
Computer systems
1977 · Odermatt+Tissi · CH

**Otto**
Textiles
1950s · Hanns Lohrer · DE

**Cepsa**
Magazine
1968 · José Baqués · ES



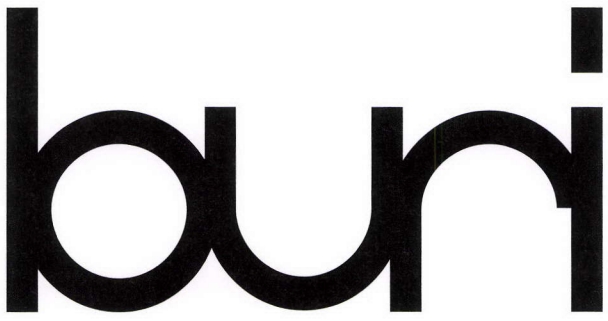
**Arnold Bopp**
Sound consultant
1960s · Walter Bangerter · CH

**Geldermann & Zone**
Textiles
1960s · Klaus Winterhager · DE

**Seven Foods**
1960s · Hisami Kunitake · JP

**Siex**
Import-export
1967 · José Baqués · ES

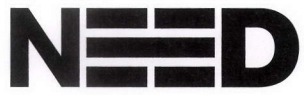
**Natur**
Foods
1971 · Raymond Bellemare · CA



**Buri & Cie**
Printing
1964 · Kurt Wirth · CH

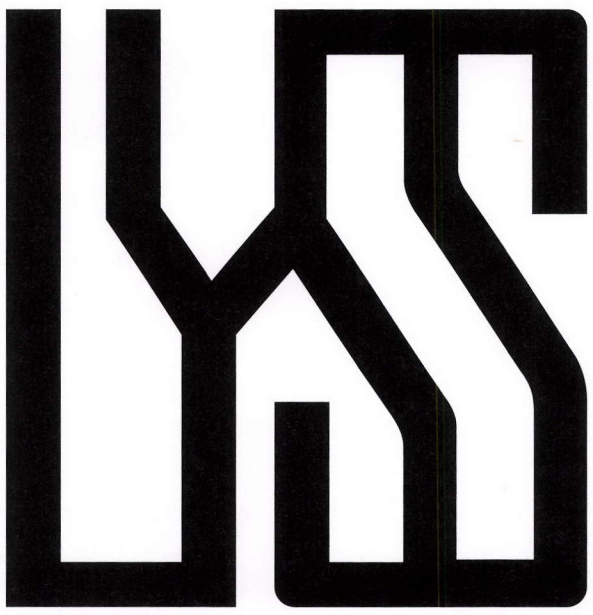
**Icam**
Foods
1967 · Amleto Dalla Costa · IT

**Farma Lépori**
Pharmaceuticals
1969 · José Baqués · ES



**Near East Emergency Donations**
1968 · Arnold Saks, Peter Kramer · US

**Fanini Fain**
Resin manufacturing
1972 · Ennio Lucini · IT



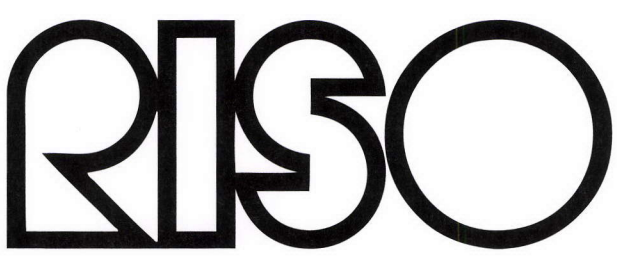
**Lyss**
Fittings
1960s · Otto Brunner · DE

**Lunor**
Air filtration systems
1967 · Christian Lang · CH

**Société Générale des Drogueries**
Trade association
1970 · Jean-Philippe Lenclos,
Georges Lemoine/Delpire-Advico · FR

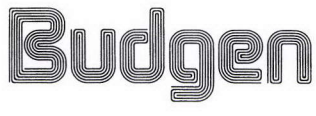
**Elektronische Datenverarbeitung**
Data processing
1970 · Rainer Strempel · DE

**Austria Club**
Social club
1960 · Hans-Joachim Brauer · DE

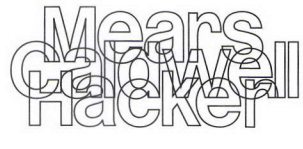


**Riso Kagaku Corporation**
Photocopiers
1980 · Anonymous · JP

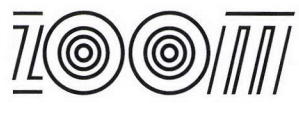
**Vetroflex**
Glass fibers
1946 · Hans Neuburg · CH



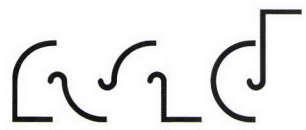
**Budgen**
Supermarket chain
1964 · Crosby, Fletcher, Forbes · UK



**Mears Caldwell Hacker**
Printing
1964 · Fletcher, Forbes, Gill · UK



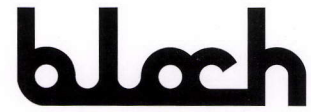
**Zoom**
Television program
1967 · Pierre-Yves Pelletier · CA



**Method Design**
Advertising
1971 · Gordon Salchow · US

**Race**
Furniture
1963 · Ken Garland · UK

**Leoba**
Stairlifts
1970 · Heinz Schwabe · DE



**Bloch**
Textiles
1970 · Giulio Confalonieri · IT

**Wibor-Modelle**
Clothing
1970s · Anonymous · DE

**Amoeba**
Luggage
1970 · Stanley Eisenman,
David Enock · US

**Manufacturers Association of Tape & Equipment**
1969 · Dominick Sarica/
Wallack & Harris · US

**Elam**
Furniture
1960 · Giulio Confalonieri · IT

**Aare Verlag**
Publishing
1976 · Anonymous · DE

**Sofinco Drugstores**
1964 · François Dallegret · CA

**Mäser**
Clothing
1969 · Ruedi Rüegg · CH

**Iter Elettronica**
Lighting
1972 · Mimmo Castellano · IT

**Paular**
Chemicals
1966 · Salvatore Gregorietti/
Unimark International · IT

**Eucatex**
Flooring
1968 · Alexandre Wollner · BR

**Telen**
Cigarettes
1967 · Heinz Schwabe · DE

**Vanita**
Magazine
1961 · Ilio Negri · IT

**Miwa Pearl**
Jewelry
1960s · Takashi Kono · JP

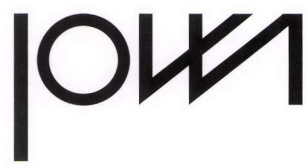
**Astarte Cosmetics**
1970 · Ernest R. Smith/
Lubalin, Smith, Carnase · US

**Alluminio**
Aluminum works
1960s · Heinz Waibl · IT

**Olivetti**
Business machines
1971 · Walter Ballmer · IT

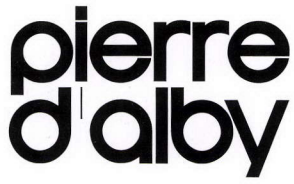
**Editrice Mark 3**
Publishing
1969 · Danilo Nubioli · IT

**Viva Leisure**
Leisure center
1978 · Ken Garland · UK



**Jowi**
Foods
1950s · Franz Olivier Trog · CH

**Saridon**
Pharmaceuticals
1971 · Giulio Confalonieri · IT



**Pierre d'Alby**
Fashion
1967 · Jean Widmer · FR

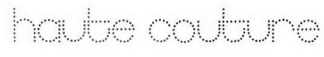
**Elna**
Sewing machines
1963 · Raymond Loewy/CEI · CH

**Addo-x**
Calculators
1958 · Ladislav Sutnar · US

**Indrofa**
Food fair
1966 · Peter Wehr · DE

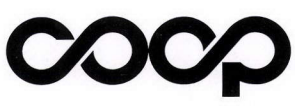
**Cometal**
Metalworks
1969 · Franco M. Ricci · IT

**Coin**
Clothing
1955 · Max Huber · IT



**Haute Couture**
Fashion
1968 · Yvon Laroche · CA

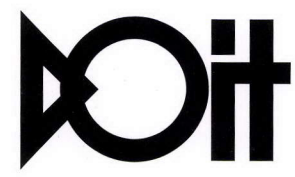
**Cama**
Paper
1972 · Studio GSZ · IT



**Cooperativa di Consumo**
Consumers cooperative
1963 · Italo Lupi · IT

**Trix**
Clothing
1968 · Michel Coudeyre/Snip · FR

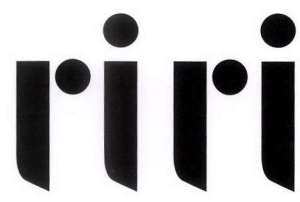
**Pagina**
Graphics journal
1960s · Heinz Waibl · IT



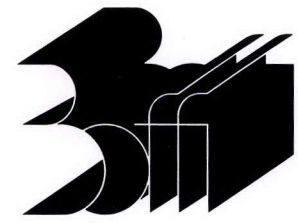
**Doit**
Department store
1980 · Katsuhiko Yasuda,
Katsuichi Ito · JP/IT

**Cilsa**
Ceramics
1968 · Silvio Coppola · IT

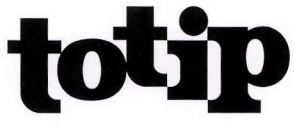
**Heusgen Krawatten**
Ties
1956 · Walter Breker · DE



**Officine Riri**
Zippers
1960s · Pierre Gauchat · CH



**Boffi**
Kitchens and bathrooms
1971 · Mimmo Castellano · IT



**Sisal-Totip**
Betting
1968 · Stefano Simoni · IT

**Europistas**
Road construction
1968 · José Baqués · ES

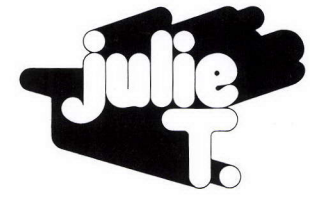
**Circuit A**
Movie rentals
1973 · Jean Delaunay/Look · FR

**Signos**
Publishing
1972 · Félix Beltrán · CU

**Ultimo**
Fashion
1969 · James Lienhart/RVI Corp. · US

**Elnagh**
Motor homes
1970s · Anonymous · IT

**Lan Chile 4 Continents**
Airline
1970 · Delpire-Advico · FR

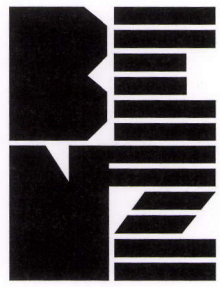


**Julie T.**
Clothing
1969 · Rudi Meyer/Publicis · CH

**Mono**
Pencils
1960s · Takashi Kono · JP

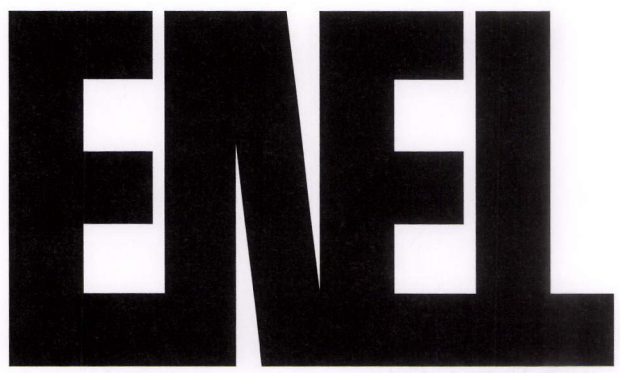
**Groba**
Foods
1972 · Odermatt+Tissi · CH

**Modissa**
Fashion
1960s · Ursula Hiestand · CH




**Benz**
1973 · Odermatt+Tissi · CH

**Lowe**
Film production
1967 · Studio González Ruiz &
Shakespear · AR

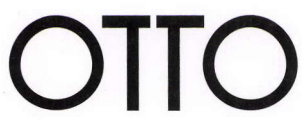



**ENEL**
Energy supplier
1960s · Heinz Waibl · IT

**Avant Garde**
Magazine
1960s · Herb Lubalin · US

**Magnum**
Magazine
1954 · Kurt Schwarz · AT

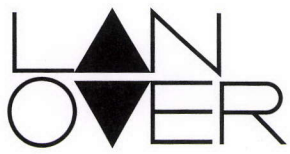
**The Fife Forge**
Engineering
1973 · Douglas M. Soeder,
Peter Lloyd/Forth Studios · UK




**Otto**
Audio technology
1966 · Tomoichi Nishiwaki · JP

**Mobil**
Fuel oil
1964 · Ivan Chermayeff, Tom Geismar/
Chermayeff & Geismar · US

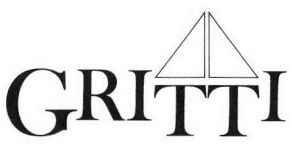
**Philip Leonian**
Photography
1970 · Tony Russell/
Russell & Hinrichs · US



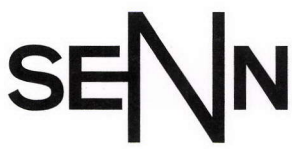

**Lanover**
Clothing
1966 · Alexandre Wollner · BR

**Baric Computing Services**
1970 · Marcello Minale,
Brian Tattersfield · UK

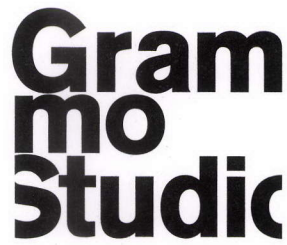
**Navitur**
Tourism
1968 · Sergio Salaroli · IT




**Gritti**
Textiles
1967 · Franco Grignani · IT



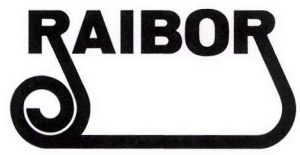

**Società Elettronucleare Nazionale**
Nuclear technology
1960s · Heinz Waibl · IT




**Grammo Studio**
Record store
1957 · Odermatt+Tissi · CH

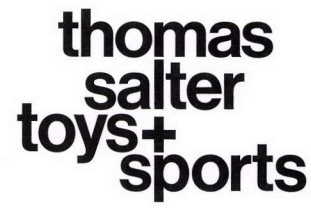
**National Zeitung**
Newspaper
1960 · Karl Gerstner · CH

**Legler Industria Tessile**
Textiles
1948 · Eugen & Max Lenz · CH




**Raibor**
Carpets
1964 · Theodoor Manson · IT

**Gowllands**
Lenses
1969 · David J. Plumb · UK




**Thomas Salter**
Sporting goods and toys
1965 · P.J. McNeil/
Allied International Designers · UK

**Hecospan**
Yarns
1965 · Edi Doswald · CH

**Citibank**
1976 · Anspach Grossman Portugal · US

**Beiersdorf**
Consumer products
1978 · Henrion Design Associates · UK

**Reinhard Holzwarenfabrik**
Wooden goods
1961 · Odermatt+Tissi · CH

**X-Tex**
Weaving
1964 · Morten Peetz-Schou · DK

**Vista**
Magazine
1968 · Hess & Antupit · US

**International Council of Societies of Industrial Design**
1968 · Bob Noorda/
Unimark International · IT

**Arflex**
Furniture
1966 · Bob Noorda/
Unimark International · IT

**Caminiti**
Leather
1952 · Ennio Lucini · IT

**National Aeronautics and Space Administration**
1976 · Dane & Blackburn · US

**es**
Movie
1966 · Karl-Oskar Blase · DE

**Petrobrás**
Fuel oil
1960s · Aloísio Magalhães, Rafael
Rodrigues, Roberto A. Lanari/PVDI · BR

**Eston Confezioni**
Clothing
1960s · Antonio Boggeri/
Studio Boggeri · IT

**Socodac**
Secretarial services
1966 · Gilles Fiszman · BE

**Achille Serre**
Cleaning services
1968 · Michael Tucker · UK

**Leal - La Rinascente UPIM**
Quality-mark
1964 · Bob Noorda/
Unimark International · IT

# Profiles

# Profile

# Profilés

10

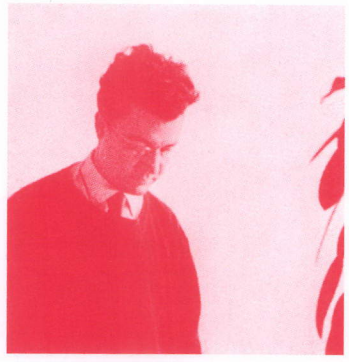
The Modernist logos featured in this book were in the main created over a period of about 40 years by graphic designers of varying ages and nationalities. Looking at the logos in this book, it could easily be assumed that none of the designers has an unmistakable style. However, when we explore the work of eight ground-breaking logo designers from different parts of the world and radically different backgrounds, the opposite seems to be true. Furthermore, this selection of works arranged in chronological order also shows how the art of the logo has continued to advance in this Modernist age.

Die meisten der in diesem Buch versammelten modernistischen Logos wurden in einen Zeitraum von etwa 40 Jahren von Gestaltern unterschiedlichen Alters und verschiedener Herkunft entworfen. Betrachtet man die Logos in der in diesem Buch vorliegenden Kategorisierung, entsteht leicht der Eindruck, so etwas wie die individuelle Handschrift eines Gestalters existiere bei diesem Medium gar nicht. Der Blick auf die Arbeiten von acht wegweisenden Logogestaltern, die aus verschiedenen Teilen der Erde stammen und grundverschiedene biografische Hintergründe haben, beweist das Gegenteil. Durch eine chronologische Sortierung der Arbeiten offenbaren sich außerdem visuelle Weiterentwicklungen innerhalb der Ära des modernistischen Logos.

La plupart des logos modernes réunis dans cet ouvrage ont été conçus sur une période d'une quarantaine d'années par des créateurs d'âges et d'origines diverses. En passant en revue les logos classés selon les catégories proposées dans ce livre, le lecteur aura facilement l'impression que quelque chose comme la griffe individuelle d'un designer n'existe pas dans ce médium. Un regard sur les réalisations de huit créateurs de logos issus de différentes régions du monde, avec des biographies très dissemblables, le convaincra du contraire. Le classement chronologique de leurs travaux permet en outre de reconnaître certaines évolutions visuelles pendant l'ère du logo moderne.

# Adrian Frutiger

*1928–2015 · CH



Adrian Frutiger was born in 1928 in Unterseen, Switzerland. From 1944 to 1948 he was an apprentice compositor in Interlaken before attending the Zurich School of Arts and Crafts, where Alfred Willimann and Walter Käch were among his teachers. He then started work as a graphic designer in Zurich. His first logotypes, typefaces and woodcuts date from this period. In 1952 Frutiger moved to Paris where he worked for the Deberny & Peignot type foundry. He completed his work on the Univers font in 1957 and in the years that followed it came into use worldwide and remains one of the most popular sans-serif typefaces. In 1962, Frutiger, Bruno Pfäffli and André Gürtler set up their own design studio at Arcueil near Paris. There they produced typefaces for a range of French companies and institutions, including Paris Charles de Gaulle airport, as well as several publishing houses and pharmaceutical firms. At the same time Frutiger taught in Paris at the École Estienne (1952–60) and the École des Arts Décoratifs (1954–68). In 1968 he developed the OCR-B font, which in 1973 was declared a worldwide standard machine-readable font that could also be used for passports and bank statements. Frutiger's 1978 book, *Der Mensch und seine Zeichen* (*Signs and symbols: their design and meaning*, 1989), has become a standard work on design literature and has been translated into seven languages. Published three years later, another book by Frutiger, *Type, Sign, Symbol*, is also hailed as a classic. In the 1970s and '80s, Frutiger produced the font that bears his name—Frutiger—as well as Glypha, Serifa and Avenir. He returned to his native Switzerland in 1992 and lived in Bremgarten near Berne. Until his death in the fall of 2015, he continued to work mainly for the typeface manufacturer Linotype on the digitalization and diversification of his successful fonts.

europrint

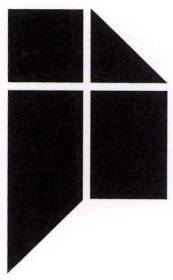
**Europrint**
Printing
1960 · Adrian Frutiger · CH/FR

**ZEE**
1960 · Adrian Frutiger · CH/FR

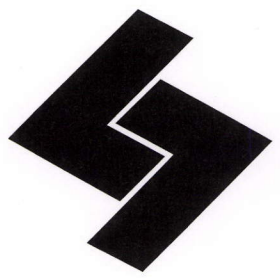
**Imprimerie Hofer**
Printing
1960 · Adrian Frutiger · CH/FR

hermann

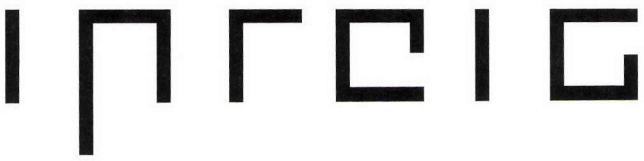
**Librairie Hermann, Paris**
Bookstore
1961 · Adrian Frutiger · CH/FR



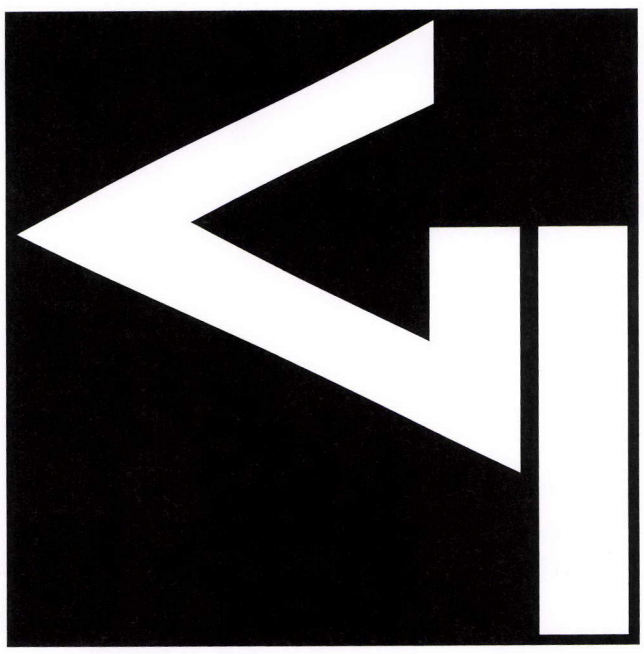
**Jacqueline Iribe**
Design products
1961 · Adrian Frutiger · CH/FR



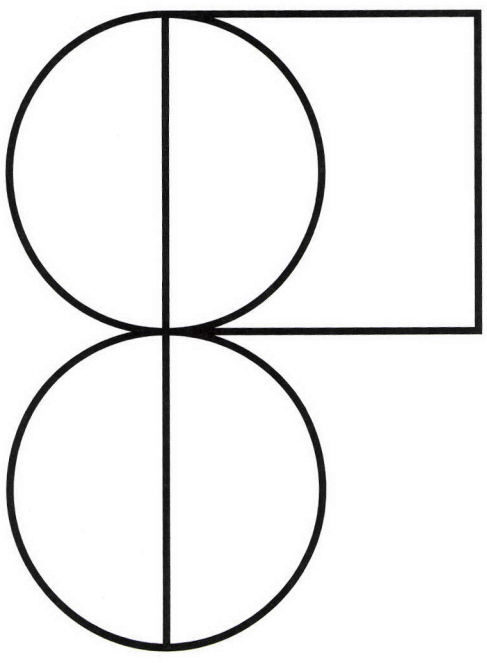
**Scripta**
Toolmaking
1961 · Adrian Frutiger · CH/FR



**IPREIG**
Research institute for industrial design
1960 · Adrian Frutiger · CH/FR



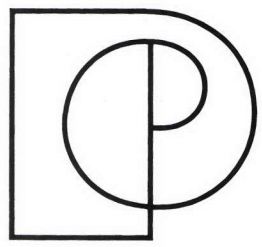
**Georges Johannet**
Architecture
1960 · Adrian Frutiger · CH/FR



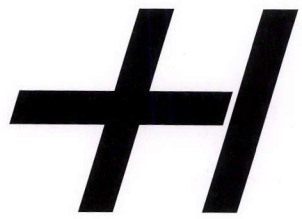
**Brancher Frères**
Inks
1960 · Adrian Frutiger · CH/FR

Adrian Frutiger wurde 1928 im schweizerischen Unterseen geboren. In Interlaken absolvierte er zwischen 1944 und 1948 eine Schriftsetzerlehre, an der Kunstgewerbeschule Zürich studierte er bei Alfred Willimann und Walter Käch, bevor er schließlich als Grafiker in Zürich zu arbeiten begann. Erste Zeichen, Schriftentwürfe und Holzschnitte entstanden in dieser Zeit. Frutiger zog 1952 nach Paris und wurde Mitarbeiter der Schriftgießerei Deberny & Peignot. Die Arbeiten an der Schriftfamilie Univers schloss er 1957 ab. In den folgenden Jahren verbreitete sich diese international und ist bis heute eine der am meisten genutzten serifenlosen Schriftarten. Gemeinsam mit Bruno Pfäffli und André Gürtler gründete Frutiger 1962 ein eigenes Grafikatelier in Arcueil bei Paris. Erscheinungsbilder für zahlreiche französische Unternehmen und Institutionen wurden realisiert, darunter der Pariser Flughafen, mehrere Verlage und Pharmaunternehmen. Nebenher lehrte Frutiger an der Ecole Estienne (1952–60) sowie an der Ecole des Arts Décoratifs (1954–68) in Paris. Im Jahr 1968 entwickelte er die Schrift OCR-B, die ab 1973 zum weltweiten Standard für maschinenlesbare Schriften erklärt wurde und auch in Ausweisen oder auf Kontoauszügen Anwendung fand. Sein 1978 veröffentlichtes Buch *Der Mensch und seine Zeichen* wurde zum Standardwerk der Designliteratur und erschien in sieben Sprachen. Drei Jahre später legte er mit *Type, Sign, Symbol* eine weitere Publikation zum Thema Zeichen und Logos vor, die heute als Klassiker gilt. In den 1970er- und 1980er-Jahren entstanden Schriften wie die nach ihm benannte Frutiger, zudem Glypha, Serifa oder Avenir. Im Jahr 1992 kehrte er in die Schweiz zurück und lebte in Bremgarten bei Bern. Hier arbeitete er bis zu seinem Tod im Herbst 2015 vor allem für den Schriftenhersteller Linotype an Digitalisierungen und Erweiterungen seiner erfolgreichen Fontentwürfe.

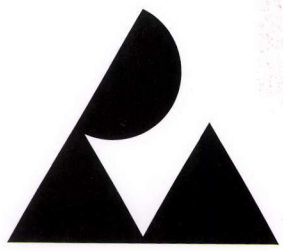
Adrian Frutiger est né en 1928 à Unterseen, en Suisse. De 1944 à 1948, il suit une formation de typographe à Interlaken et étudie à l'École des arts et métiers de Zurich auprès d'Alfred Willimann et de Walter Käch, il commence à travailler comme graphiste à Zurich. À cette époque voient le jour ses premiers projets de fontes, typos et bois gravés. En 1952, Frutiger s'installe à Paris et devient le collaborateur de la fonderie Deberny & Peignot. En 1957, il achève son travail sur la famille de polices de caractères Univers, qui se répand internationalement au cours des années suivantes et qui reste une des linéales les plus utilisées à ce jour. En 1962, Frutiger fonde son propre studio de graphisme avec Bruno Pfäffli et André Gürtler à Arcueil, près de Paris. Il crée les marques commerciales de nombreuses entreprises et institutions françaises, notamment Aéroports de Paris et diverses maisons d'édition et entreprises pharmaceutiques. Parallèlement, il enseigne à l'École Estienne (1952–60) et à l'École nationale des Arts Décoratifs (1954–68) à Paris. En 1968, il développe la police de caractères OCR-B ; à partir de 1973, elle devient le standard international des fontes lisibles par machine et est notamment utilisée pour les pièces d'identité ou les relevés de comptes. Son livre *Der Mensch und seine Zeichen,* paru en 1978 (*L'homme et ses signes*, 2000), est devenu une référence incontournable de la littérature graphique et a été publié en sept langues. Trois ans plus tard, Frutiger propose une autre publication autour des signes et des logos avec *Type, Sign, Symbol*, ouvrage aujourd'hui considéré comme un classique. Dans les années 1970 et 1980 voient le jour des polices comme la Frutiger qui porte son nom, mais aussi les Glypha, Serifa ou Avenir. En 1992, Frutiger rentre en Suisse, vivant désormais à Bremgarten, près de Berne. Jusqu'à sa mort à l'automne 2015, il y travaille à la numérisation et au développement de ses célèbres fontes, essentiellement pour le compte du créateur de polices de caractères Linotype.



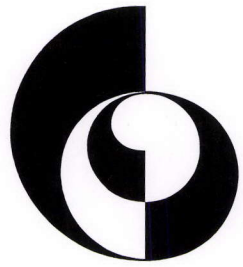
**Prache de Franclieu**
Commercial bookbinder
1962 · Adrian Frutiger · CH/FR



**Heno Watch**
Watches
1964 · Adrian Frutiger · CH/FR

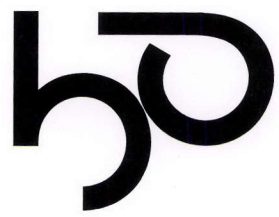


**ARMA Publicité**
Advertising agency
1963 · Adrian Frutiger · CH/FR



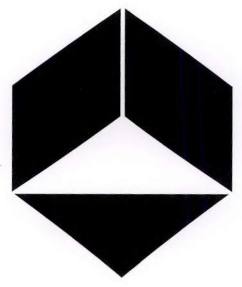
**Centre International de Généralisation**
Industry summits organizer
1965 · Adrian Frutiger · CH/FR

**Demy Frères**
Cement
1964 · Adrian Frutiger · CH/FR



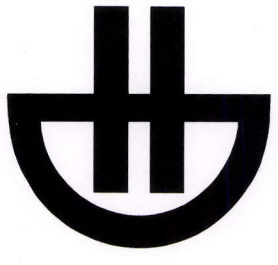
**Hang Druck**
Printing
1965 · Adrian Frutiger · CH/FR

**Laboratoires Peloille**
Pharmaceuticals
1964 · Adrian Frutiger · CH/FR

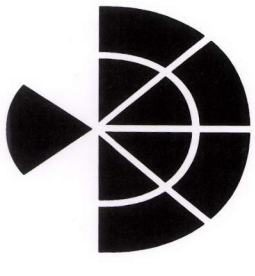


**CNRO**
National pension fund
1965 · Adrian Frutiger · CH/FR

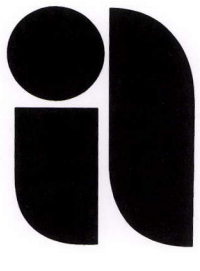
**Melpomène**
Architecture magazine
1964 · Adrian Frutiger · CH/FR



**Editions Hermann**
Publishing
1960s · Adrian Frutiger · CH/FR



**Information et Entreprise**
Public relations
1964 · Adrian Frutiger · CH/FR



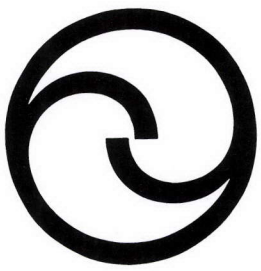
**Institut Atlantique, Paris**
Research institute
1960s · Adrian Frutiger · CH/FR

**Laboratoire National d'Essais**
Metrological laboratory
1960s · Adrian Frutiger · CH/FR

**Sciences**
Scientific magazine
1960s · Adrian Frutiger · CH/FR

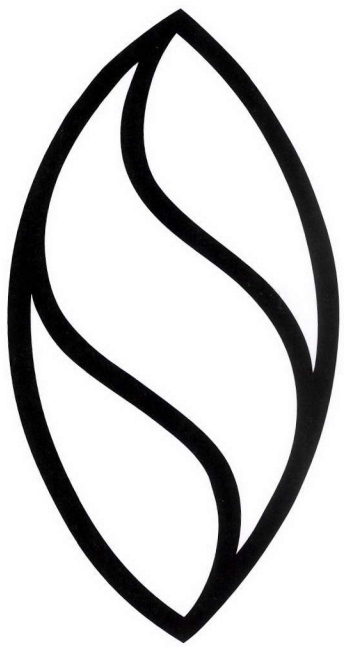
**Winkel Verlag**
Publishing
1960s · Adrian Frutiger · CH/FR

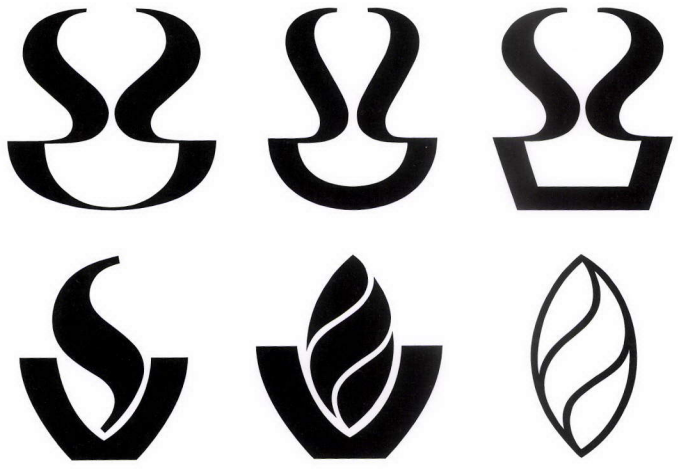
**Cantador**
Watches
1960s · Adrian Frutiger · CH/FR

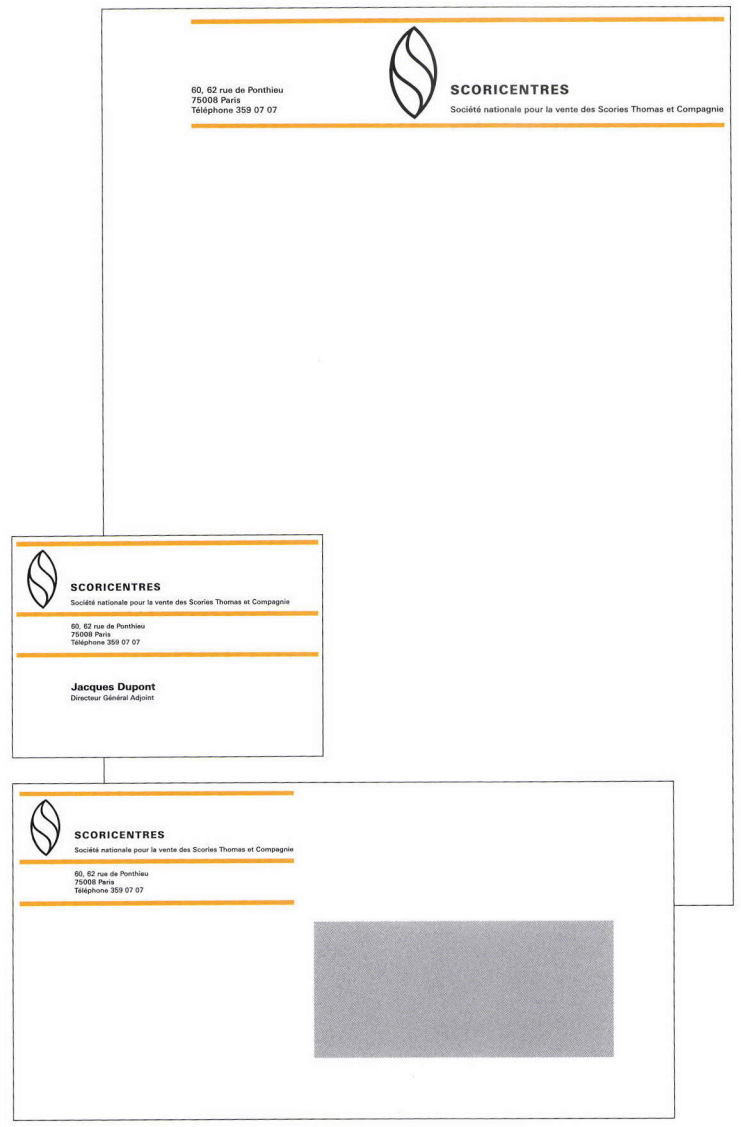


**Formus**
Interior design magazine
1966 · Bruno Pfäffli,
Adrian Frutiger · CH/FR

**Alpha & Omega**
Religious magazine
1967 · Bruno Pfäffli,
Adrian Frutiger · CH/FR








**Scoricentres**
Steel industry
1970s · Adrian Frutiger · CH

Adrian Frutiger's design for steel producer Scoricentres' logo is a perfect example of his working method. Starting with a sketch, he moved step by step through a series of outlines until he achieved the perfect result. Scoricentres' corporate identity combines a sign designed by Frutiger and typography developed by Bruno Pfäffli.

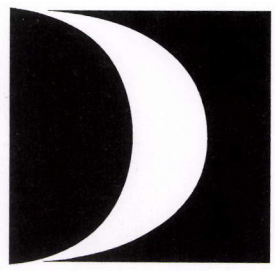
Anhand seiner Entwürfe für das Zeichen des Stahlherstellers Scoricentres lässt sich Adrian Frutigers Vorgehen bei der Gestaltung beispielhaft nachvollziehen. Ausgehend von einer gezeichneten Form entwickelte er Schritt für Schritt weitere Formen bis zur perfekten Abstraktion. Eingebunden in ein von Bruno Pfäffli entwickeltes Grafiksystem wurde das Zeichen in das Erscheinungsbild eingebunden.

Les projets pour le logo de l'aciériste Scoricentres permet de suivre la démarche créative d'Adrian Frutiger. Partant d'une forme dessinée, il développe pas à pas d'autres formes jusqu'à parvenir à l'abstraction parfaite. Cet insigne fut intégré à l'identité visuelle de l'entreprise dans le cadre d'un système graphique développé par Bruno Pfäffli.

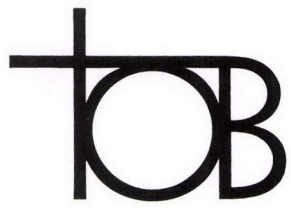
**Druckerei Winterthur**
Printing
1967 · Bruno Pfäffli, Adrian Frutiger · CH/FR

**Autoroute Rhone-Alpes**
Highway maintenance
1970s · Adrian Frutiger · CH/FR

**L'Aéroport de Paris**
Airport
1971 · Adrian Frutiger · CH/FR

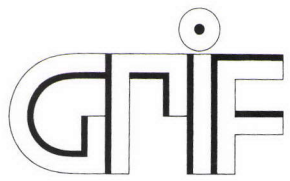


**Pierre Disderot**
Lighting
1967 · Bruno Pfäffli,
Adrian Frutiger · CH/FR

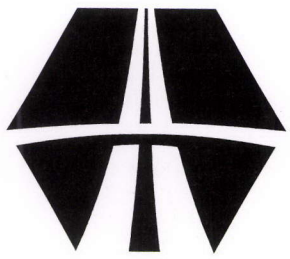



**Traduction Œcuménique de la Bible**
Bible translation
1968 · Adrian Frutiger · CH/FR

**Rencontres Lausanne**
Christian community
1968 · Adrian Frutiger · CH/FR

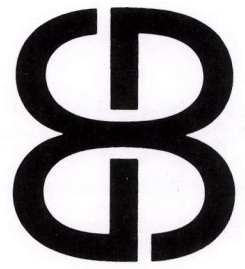



**Grif**
Advertising publisher
1969 · Adrian Frutiger · CH/FR

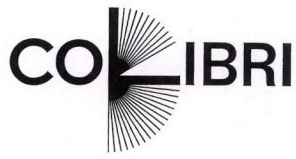


**Association des Sociétés Françaises d'Autoroutes**
Highways
1970 · Adrian Frutiger · CH/FR

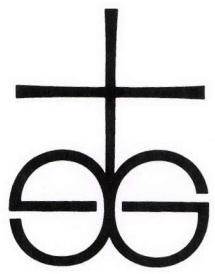
**Brancher**
Printing inks
1970 · Adrian Frutiger · CH/FR



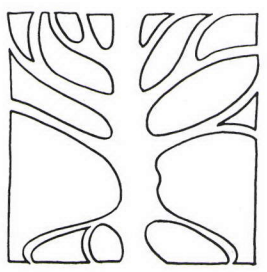
**Bull General Electric**
Electronics
1970s · Adrian Frutiger · CH/FR



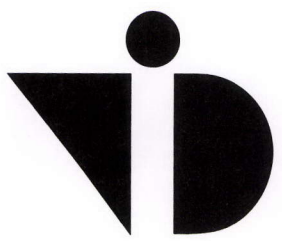

**Collection Colibiri**
Book series
1970s · Adrian Frutiger · CH/FR



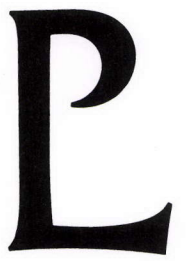
**Evangelische Gesellschaft, Switzerland**
Religious organization
1970s · Adrian Frutiger · CH/FR



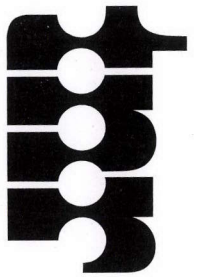
**Schriftgießerei Haas**
Type foundry
1970s · Adrian Frutiger · CH/FR



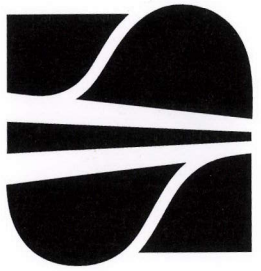
**National Institute of Design (Ahmedabad, India)**
1970s · Adrian Frutiger · CH/FR



**Philippe Lebaud**
Publishing
1970s · Adrian Frutiger · CH/FR

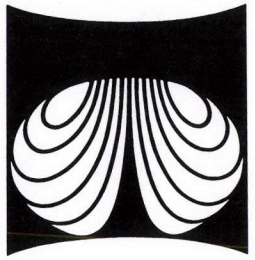


**Tissages Normands Réunis**
Textiles
1970s · Adrian Frutiger · CH/FR

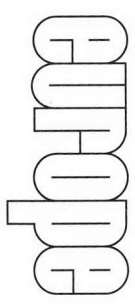


**Autoroute du Sud de la France**
Highway
1975 · Adrian Frutiger · CH/FR

**CGE Distribution, Paris**
Electrical equipment
1977 · Adrian Frutiger · CH/FR



**Energies Nouvelles**
Publishing
1978 · Adrian Frutiger · CH/FR

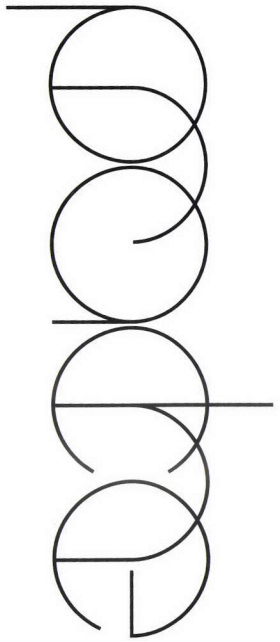


**icom**
Communications
1980 · Adrian Frutiger · CH/FR

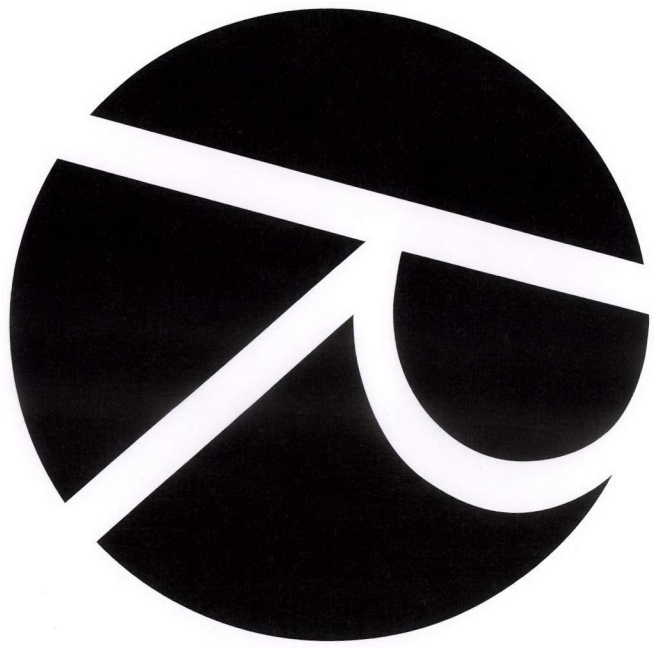


**Europe**
Magazine
1980 · Adrian Frutiger · CH/FR

**Musées Nationaux de France**
Museums organization
1974 · Adrian Frutiger · CH/FR



**Reliures à Spirales Prache**
Spiral bookbinders
1970s · Adrian Frutiger · CH/FR



**Musée Rodin**
Art museum
1980 · Adrian Frutiger · CH/FR

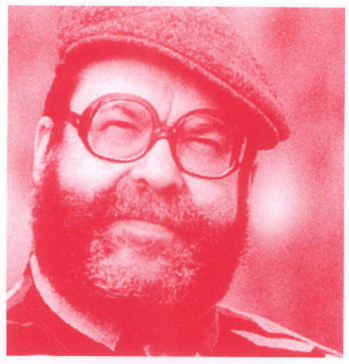
**From the store of images we have seen and symbols we have learned to understand, which accumulate through life in our subconscious, we recall and consider shapes and forms, comparing and connecting them with others and overlaying them, so that one image calls up another in an almost dreamlike way. Only the essential appears tentatively on the sketchpad, at first no more than an aide-mémoire.**
Adrian Frutiger

**Aus dem Vorrat an erlebten Bildern und erlernten Zeichen, welcher sich im Unterbewusstsein durch das ganze Leben hindurch angesammelt hat, werden Gestalten abgerufen, erwogen, mit anderen verglichen, verbunden und übereinandergelegt (wobei ein Bild das andere ruft, fast wie im Traum). Nur das Wesentliche erscheint auf dem Skizzenblock, zaghaft, zuerst nur als Erinnerungsstütze.**
Adrian Frutiger

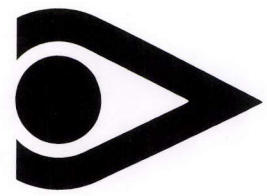
**Du fond d'images vécues et de signes individuels accumulés dans le subconscient tout au long de la vie, des formes émergent, sont pesées, comparées avec d'autres, reliées et superposées (une image en appelant une autre, presque comme dans un rêve). Seul l'essentiel, hésitant, apparaît dans le carnet de croquis, et dans un premier temps seulement comme un aide-mémoire.**
Adrian Frutiger

# Paul Ibou

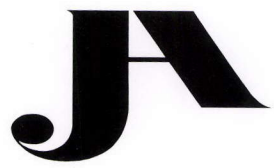
*1939 · BE



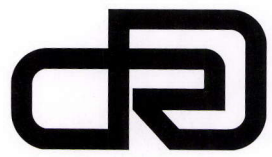
Paul Ibou was born in Antwerp in 1939. He studied in his native city from 1954 to 1962, attending first the Royal Academy of Fine Arts and then the Plantin Moretus Institute for Typography. On completing his studies he set up his own studio in the center of Antwerp. Working in every field of graphic design, he became one of Belgium's best-known designers. All his work, whether posters, postage stamps, books or corporate designs, is characterized by his Constructivist approach. He attracted special attention for his logo designs, which featured in many exhibitions and were frequently mentioned in a wide range of publications. Moreover, since the 1960s Ibou has published more than 50 books on art and design. He has acted as an advisor on design issues to the government of Flanders, worked for numerous corporate clients, and been a jury member at design competitions throughout the world. Ibou is renowned not only for his commercial work but also as a freelance artist, who continues to produce paintings and sculptures. These, too, bear his Bauhaus-influenced, experimental, geometric signature. In 1994, in Ostend, he organized the World Symbol Festival, an international exhibition and conference devoted entirely to the logo. Paul Ibou was appointed a Knight of the Order of King Leopold for his services to cultural life over many years. Since 1985 he has lived and worked in a historic castle in the small Belgian town of Zandhoven.



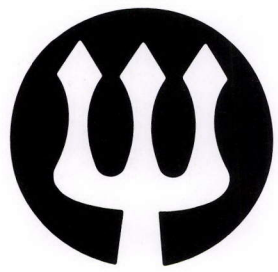
**Grafo**
Printing
1960 · Paul Ibou · BE



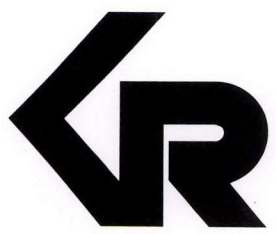
**J. Antonissen**
Printing
1962 · Paul Ibou · BE



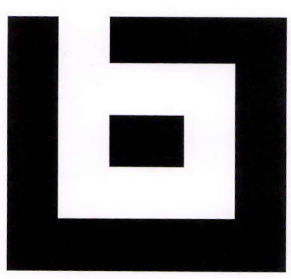
**De Rooster**
Printing
1962 · Paul Ibou · BE



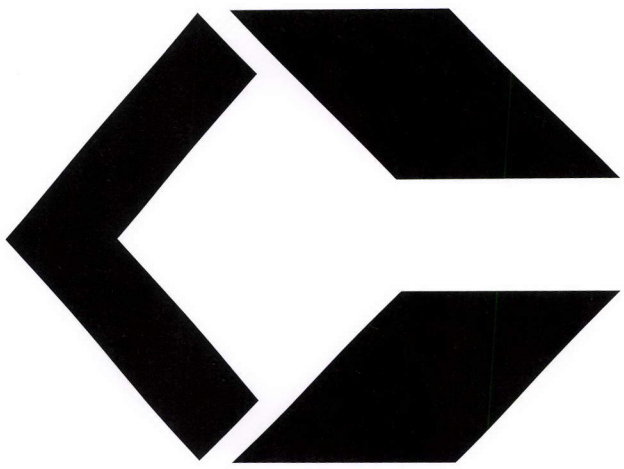
**Scaldia**
Paper
1963 · Paul Ibou · BE



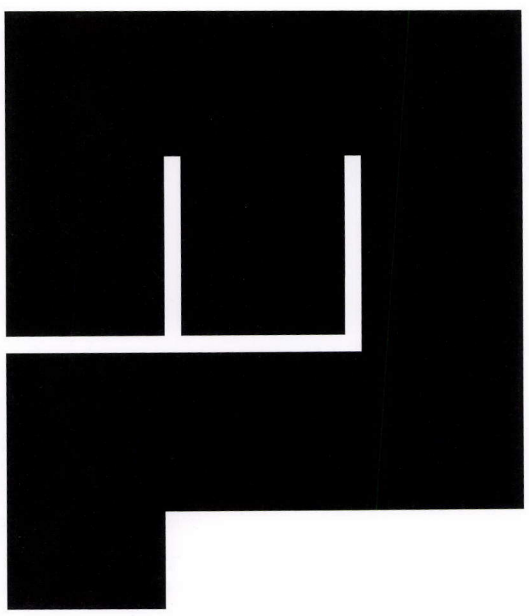
**Ervé**
Printing
1964 · Paul Ibou · BE



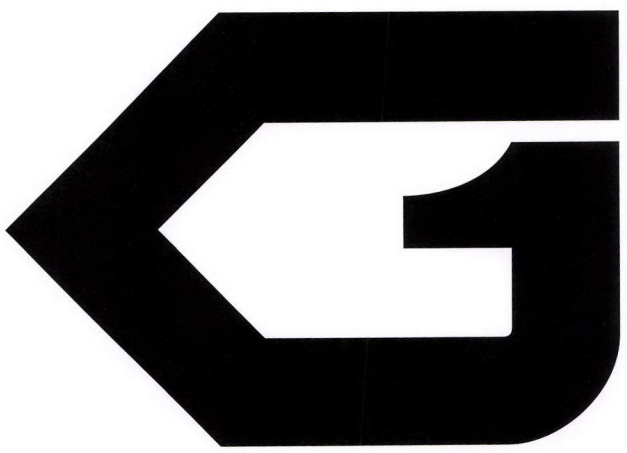
**Brabo**
Toys
1964 · Paul Ibou · BE



**Charlier**
Foods
1965 · Paul Ibou · BE



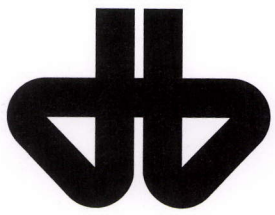
**Middelheim Promoters**
Cultural organization
1967 · Paul Ibou · BE



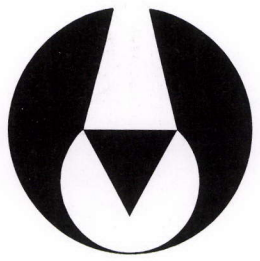
**Groep 1**
Journalists association
1967 · Paul Ibou · BE

Paul Ibou wurde 1939 in Antwerpen geboren. In seiner Geburtsstadt studierte er zwischen 1954 und 1962 an der Koninklijke Academie voor Schone Kunsten und am Plantin Moretus Instituut. Anschließend machte er sich mit einem Büro im Stadtzentrum Antwerpens selbstständig. Hier war er in allen Bereichen des Grafikdesigns aktiv und wurde über die Jahre zu einem der bekanntesten belgischen Gestalter. Ein konstruktivistischer Ansatz ist das durchgängige Element aller seiner Arbeiten – ob Plakate, Briefmarken, Bücher oder Corporate Designs. Besonders seine Logoentwürfe brachten ihm auch internationale Anerkennung ein, die sich in zahlreichen Auszeichnungen sowie Erwähnungen in vielen Publikationen zeigte. Darüber hinaus veröffentlichte Ibou seit den 1960er-Jahren mehr als 50 eigene Bücher rund um Kunst und Design. Er war als Berater in Gestaltungsfragen für die flämische Regierung sowie für zahlreiche Unternehmen tätig und als Jurymitglied bei Designwettbewerben weltweit aktiv. Neben seiner auftragsbezogenen Arbeit wurde er als freischaffender Künstler bekannt und realisiert bis heute Skulpturen und Gemälde. Auch hier ist seine durch das Bauhaus geprägte experimentell-geometrische Handschrift zu finden. In Oostende organisierte er 1994 das „World Symbol Festival", eine internationale Ausstellung und Konferenz, die sich ausschließlich dem Medium Logo widmete. Für seine langjährigen kulturellen Verdienste wurde er mit dem königlichen Kronenorden zum Ritter erhoben. Seit 1985 lebt und arbeitet Paul Ibou in einem historischen Schloss im belgischen Zandhoven.

Paul Ibou est né en 1939 à Anvers. De 1954 à 1962, il étudie dans sa ville natale à la Koninklijke Academie voor Schone unsten et au Plantin Moretus Instituut, puis il prend son indépendance en ouvrant une agence dans le centre d'Anvers. Il y déploie son activité dans tous les domaines graphiques et devient au fil des ans un des plus célèbres graphistes belges. Son approche constructiviste est l'élément constant de toutes ses réalisations – affiches, timbres, livres, corporate design. Ses créations de logos, tout particulièrement, lui valent la reconnaissance internationale, qui se manifeste par de nombreuses distinctions et citations dans des publications. Depuis les années 1960, Ibou a en outre publié plus de 50 livres sur l'art et le design. Il a travaillé comme conseiller en design pour le gouvernement flamand et de nombreuses entreprises et participe à des concours de design en qualité de membre du jury. À côté du travail de commande, ils'est aussi fait connaître comme artiste indépendant et réalise encore aujourd'hui des sculptures et des peintures dans lesquelles on retrouve son écriture personnelle expérimentale et géométrique influencée par le Bauhaus. En 1994, il organise à Ostende le « World Symbol Festival », exposition et symposium exclusivement consacrés au logo. Il a été fait chevalier de l'ordre de la Couronne pour son apport culturel au long cours. Depuis 1985, Paul Ibou vit dans un château historique à Zandhoven, en Belgique.



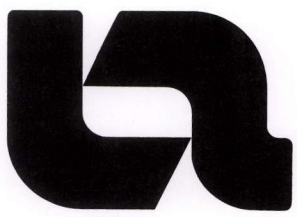
**De Bièvre**
Printing
1965 · Paul Ibou · BE



**Vécu**
Private club
1968 · Paul Ibou · BE

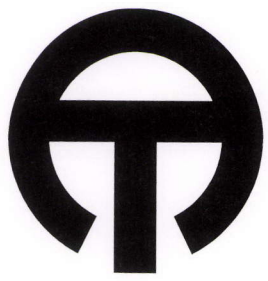
**C.N.O.B.S.**
Science organization
1966 · Paul Ibou · BE

**Sextra**
Film editing
1968 · Paul Ibou · BE



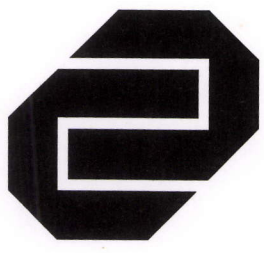
**Balder**
Clothing
1967 · Paul Ibou · BE

**CAIB**
Railway
1969 · Paul Ibou · BE

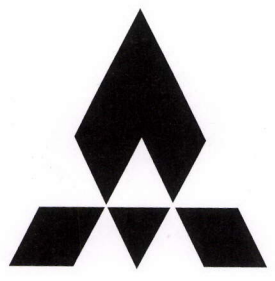


**Antwerp-Tax**
Taxi service
1967 · Paul Ibou · BE

**Vandenbranden**
Painter
1969 · Paul Ibou · BE



**Grisar & Velge**
Transportation
1967 · Paul Ibou · BE



**Artepik**
Cultural center
1970 · Paul Ibou · BE

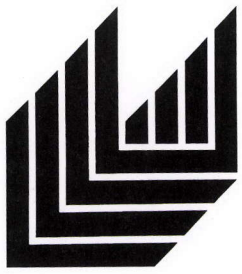
**André Wauters New York**
Art gallery
1967 · Paul Ibou · BE

**C.G.S.O.**
Medical center
1970 · Paul Ibou · BE

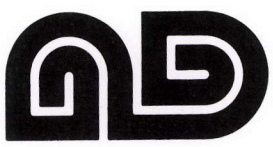
**Guy Lamoral**
Interior design
1970 · Paul Ibou · BE

**Soyuznefteexport**
Fuel oil
1970 · Paul Ibou · BE

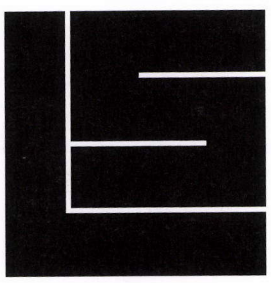
**Photocomp Center**
Typesetting
1970 · Paul Ibou · BE



**Unirep**
Graphics production
1970 · Paul Ibou · BE



**De Wilde**
Accountancy
1970 · Paul Ibou · BE



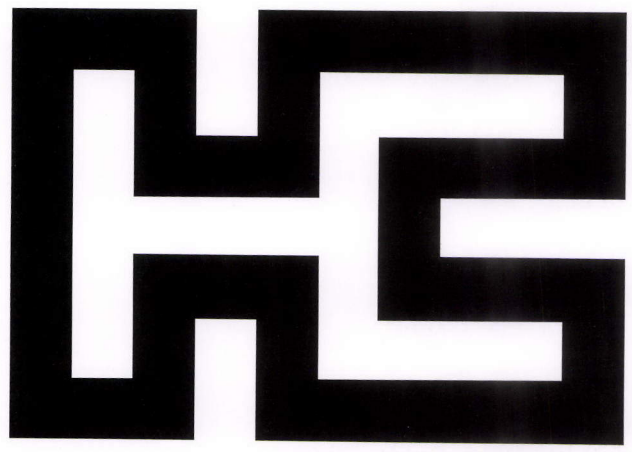
**Leo Struyf**
Construction company
1970 · Paul Ibou · BE

**Middelheim**
**Sculpture Biennale**
Art festival
1965 · Paul Ibou · BE

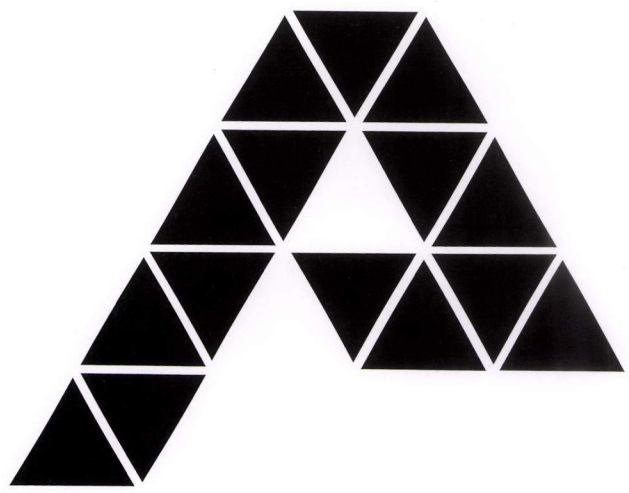
In 1949 Antwerp held its first-ever exhibition of sculpture. Over the years, the event in Middelheim Park has grown to become an internationally respected arts festival. In 1965, Paul Ibou, who had only recently started out on his career, was commissioned to create designs for the eighth Biennale. In the years that followed he based his graphics for posters and brochures on a minimalist logo, with variations of shape and detail for each show.

Im Jahr 1949 fand die erste Skulpturenausstellung in Antwerpen statt. Über die Jahre entwickelte sich die Veranstaltung im Middelheim Park zum international beachteten Kunstfestival. Der damals gerade erst ins Berufsleben gestartete Paul Ibou erhielt 1965 den Auftrag für das Design zur achten Biennale. Auf Basis seines reduzierten Logoentwurfs gestaltete er in den folgenden Jahren Plakate und Broschüren für die Veranstaltung, die jeweils mit Form und Details des Markenzeichens spielen.

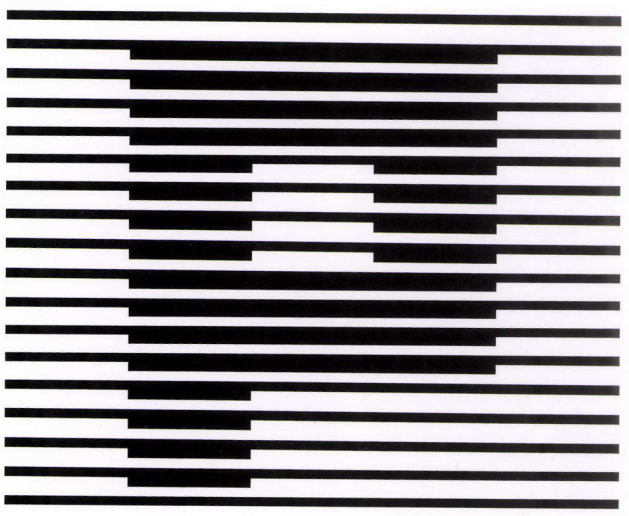
La première exposition de sculptures fut présentée à Anvers en 1949. Au fil des ans, l'événement du parc Middelheim est devenu un festival d'art au retentissement international. En 1965, Paul Ibou, qui commençait tout juste sa carrière, fut chargé de réaliser le design de la huitième édition de la Biennale. Au cours des années suivantes, sur la base de son logo très sobre, il réalisera pour l'événement des affiches et des brochures qui jouent chaque fois avec la forme et les détails du sigle.



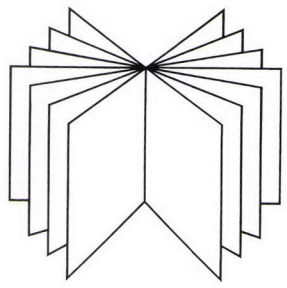
**Herman Carpentier**
Monogram
1982 · Paul Ibou · BE



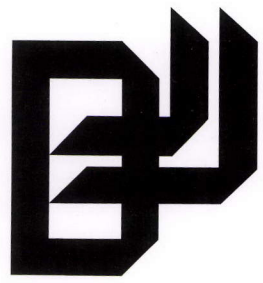
**Government of Antwerp**
Regional government office
1983 · Paul Ibou · BE



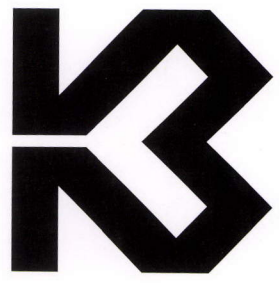
**Pittors**
Video services
1984 · Paul Ibou · BE



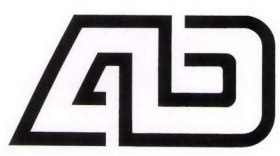
**Antwerp Book Fair**
1970 · Paul Ibou · BE



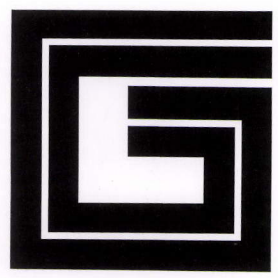
**Belge Lloyd**
Insurance
1970 · Paul Ibou · BE



**Kredietbank**
Bank
1970 · Paul Ibou · BE

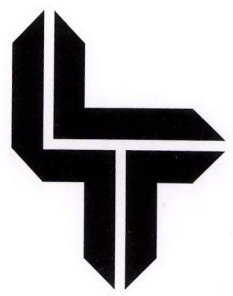


**Asco Diamonds**
1971 · Paul Ibou · BE

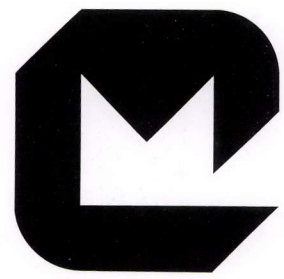


**Goyvaerts Gaspard**
Accountancy
1971 · Paul Ibou · BE

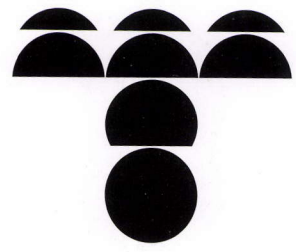
**Suglo**
Bakery
1973 · Paul Ibou · BE



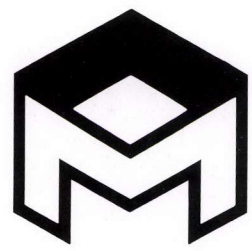
**Lagotainer**
Transportation
1973 · Paul Ibou · BE



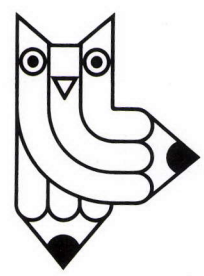
**Collette**
Baking machinery
1974 · Paul Ibou · BE



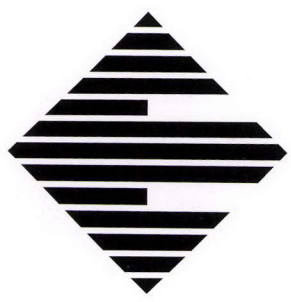
**Taché**
Jewelry
1974 · Paul Ibou · BE



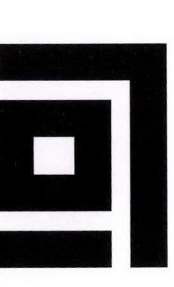
**Mesy Shirts**
Clothing
1974 · Paul Ibou · BE



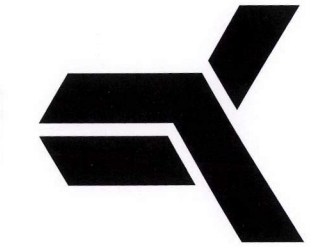
**Ibou & Partners**
Design studio
1974 · Paul Ibou · BE



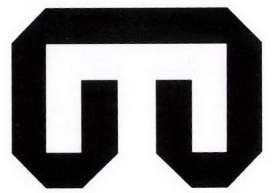
**Epacar**
Paper
1977 · Paul Ibou · BE



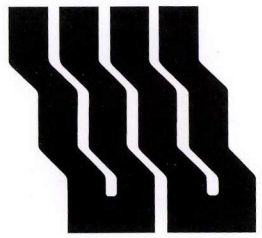
**Medico Electronic**
Medical research
1977 · Paul Ibou · BE



**Tolimpex**
Customs office
1977 · Paul Ibou · BE



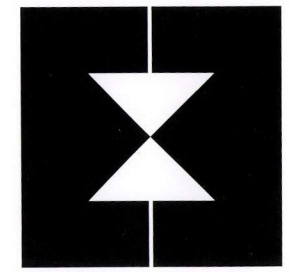
**Esco Books**
Publishing
1978 · Paul Ibou · BE



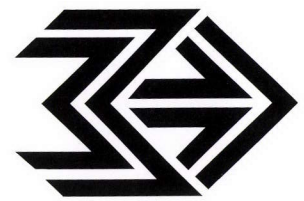
**Biblo**
Publishing
1981 · Paul Ibou · BE



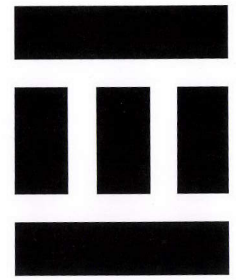
**Piessens**
Footwear
1981 · Paul Ibou · BE



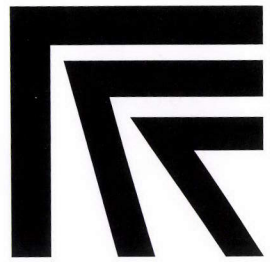
**Marc Wouters**
Photographer
1982 · Paul Ibou · BE



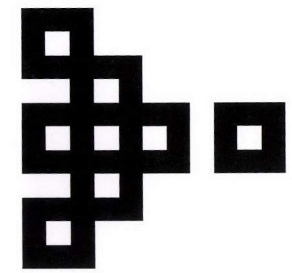
**Medithek**
Healthcare
1982 · Paul Ibou · BE



**Economic High Institute**
Education
1983 · Paul Ibou · BE

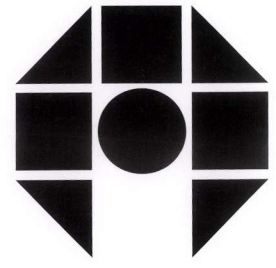


**Linea**
Art & design fair
1983 · Paul Ibou · BE

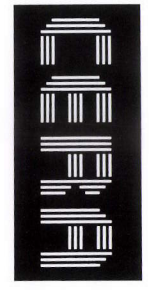


**Interecho Press**
Publishing
1985 · Paul Ibou · BE

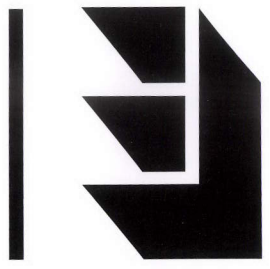
**Mercator Press**
Printing
1985 · Paul Ibou · BE



**Cassochrome**
Printing
1985 · Paul Ibou · BE



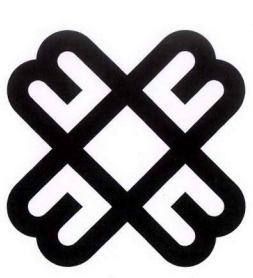
**Cera**
Financial services
1986 · Paul Ibou · BE



**Furnituregroup**
Publishing
1986 · Paul Ibou · BE

**Staf Nuyts**
Mechanized music
1987 · Paul Ibou · BE

**O.V.A.M.**
Waste and soil management
1988 · Paul Ibou · BE



**Belgian Bankers Association**
1989 · Paul Ibou · BE

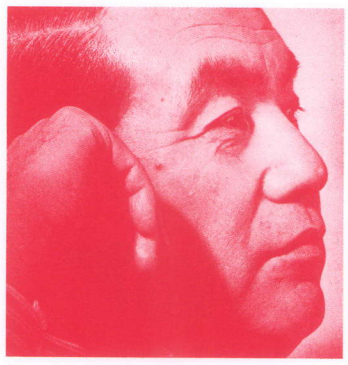
**Contrary to all other applied graphics and advertising techniques, which are basically designed for temporary use, the essential purpose of the logo or picture-mark is not to achieve immediate advertising success—it should have a permanently creative and active effect.**
Paul Ibou

**Im Gegensatz zu allen anderen grafischen Produkten und Werbetechniken, die letztlich recht kurzlebig sind, besteht der Sinn eines Logos oder einer Bildmarke eben genau nicht in einer sofortigen Werbewirksamkeit. Ihr Zweck liegt vielmehr darin, auf Dauer kreativ und ansprechend zu wirken.**
Paul Ibou

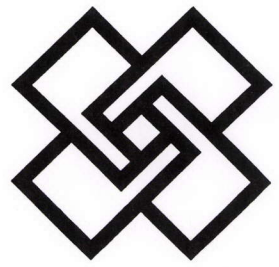
**Contrairement à tous les autres arts graphiques appliqués et techniques publicitaires, qui sont fondamentalement conçus pour une utilisation éphémère, le logo ne vise pas essentiellement à obtenir un succès publicitaire immédiat. Il doit avoir un effet durablement créatif et actif.**
Paul Ibou

# Yusaku Kamekura

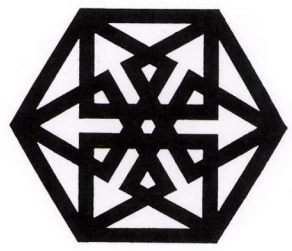
1915–1997 · JP



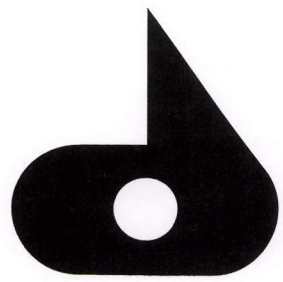
Yusaku Kamekura was born in 1915 in Yoshida (now known as Tsubame). From 1935 to 1938 he studied for a degree in architecture at Tokyo's New Academy of Architecture and Industrial Arts, a private teaching institution modeled on the German Bauhaus. On graduation he worked for various advertising agencies and was also art director of several magazines. In 1951 he became a founder member of the Japan Advertising Arts Club, and in 1960 was one of the founder members of the Nippon Design Center. In 1962 Kamekura set up his own practice, where his work combining Constructivist elements with a traditional Japanese esthetic began to attract attention. In the following years he became one of Japan's best-known graphic designers. His work for the 1964 Tokyo Olympics and Expo '70 in Osaka brought him international recognition. Along with posters and packaging, trademarks were his preferred medium, which he explored in great detail. His book *Trademarks of the World*, published in 1956 and for which he spent five years collecting some 700 logos from across the world, was a standard work for the period. In 1978, he was appointed president of the newly founded Japan Graphic Designers Association and took on more administrative posts in international design organizations. Kamekura continued to work into old age and as late as 1985 created the logo for Nippon Telegraph and Telephone Corporation (NTT), one of the country's most recognizable corporate images. In the same year he launched and edited the magazine *Creation*, which in the space of five years ran to 20 issues charting developments in the world of graphic design. Kamekura died in Tokyo in 1997 aged 82 and is now regarded as one of Japan's most important designers of the 20th century.



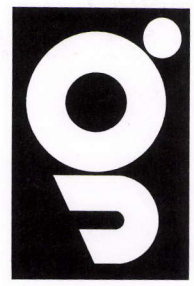
**Daishowa**
Paper
1954 · Yusaku Kamekura · JP



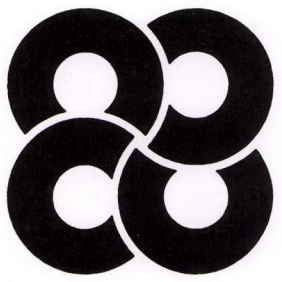
**Daishowa** (Logo 2)
Paper
1954 · Yusaku Kamekura · JP



**Japan Industrial Designers Association**
1954 · Yusaku Kamekura · JP

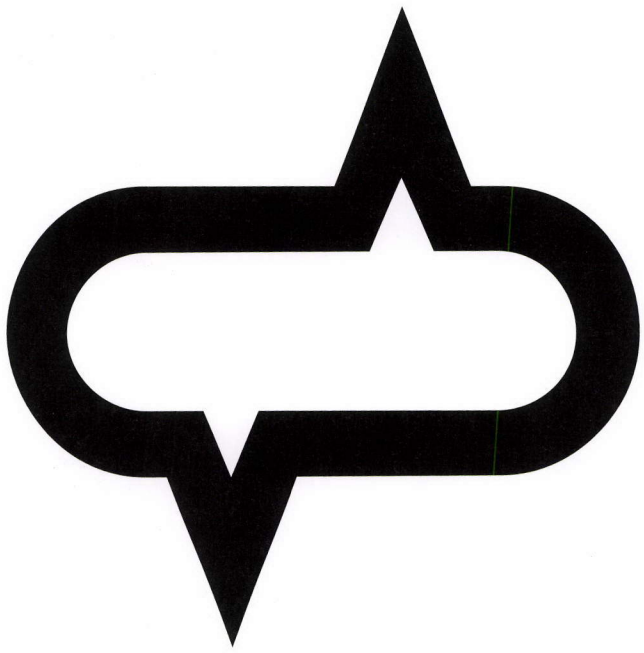


**Gendai Geijutsu Kenkyujo**
Contemporary art institute
1957 · Yusaku Kamekura · JP



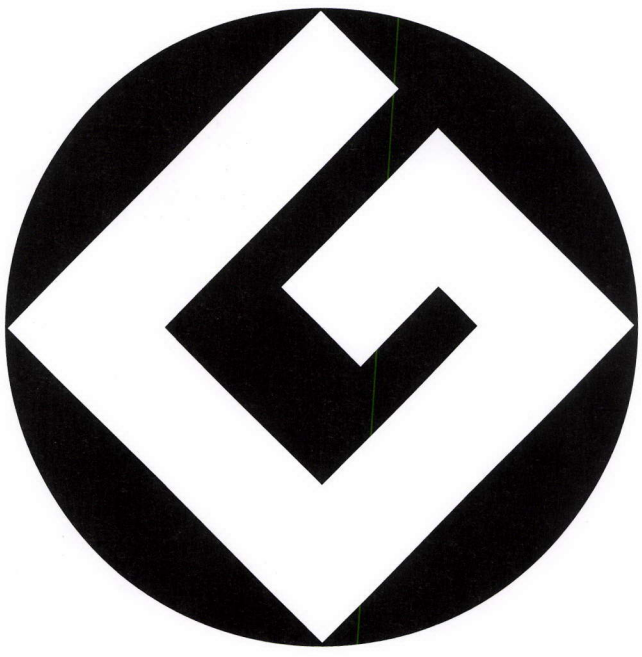
**Taiyo Kikai Kogyo Co.**
Machinery
1958 · Yusaku Kamekura · JP

**Toray Industries**
Industrial products
1958 · Yusaku Kamekura · JP



**Nippon Broadcasting System**
Radio broadcasting
1954 · Yusaku Kamekura · JP

**Nikon**
Photography
1955 · Yusaku Kamekura · JP

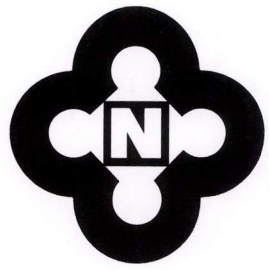


**Good Design**
Design institute and award
1957 · Yusaku Kamekura · JP

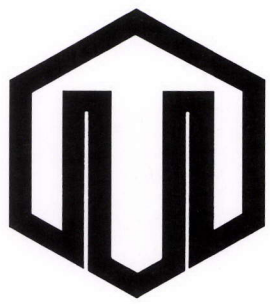
Yusaku Kamekura wurde 1915 in Yoshida (heute: Tsubame) geboren. Von 1935 bis 1938 studierte er mit Schwerpunkt Architektur in Tokio an der Neuen Akademie für Architektur und Industriedesign, einem privaten Institut nach Vorbild des deutschen Bauhauses. Anschließend arbeitete er für Werbeagenturen und als Art Director mehrerer Zeitschriften. Im Jahr 1951 war er Gründungsmitglied des Japan Advertising Arts Clubs und 1960 des Nippon Design Centers. Ab 1962 war Kamekura selbstständig tätig und erregte mit seinen Arbeiten, die Elemente des Konstruktivismus mit traditioneller japanischer Ästhetik verbanden, zunehmend Aufmerksamkeit. In den folgenden Jahren stieg er zu einem der bestbekannten japanischen Grafikdesigner auf. Seine Arbeiten für die Olympischen Spiele in Tokio 1964 sowie für die Expo '70 in Osaka machten ihn auch international bekannt. Neben Plakaten und Verpackungen wurden Markenzeichen zu seinem bevorzugten Medium, mit dem er sich ausführlich beschäftigte. Sein 1956 veröffentlichtes Buch *Trademarks of the World*, für das er in fünf Jahren Arbeit rund 700 internationale Logos zusammentrug, war ein Standardwerk seiner Zeit. Er wurde 1978 Vorsitzender der neu gegründeten Japan Graphic Designers Association und übernahm weitere administrative Aufgaben in internationalen Designorganisationen. Bis ins hohe Alter arbeitete Kamekura an neuen Entwürfen und schuf noch 1985 mit dem Zeichen für das japanische Telekommunikationsunternehmen NTT eines der berühmtesten Markenzeichen des Landes. Im gleichen Jahr initiierte er das Konzept für *Creation*, ein Magazin, das über 20 Ausgaben innerhalb von fünf Jahren Entwicklungen im internationalen Grafikdesign dokumentierte. Kamekura verstarb 1997 im Alter von 82 Jahren in Tokio und gilt heute als einer der wichtigsten japanischen Designer des 20. Jahrhunderts.

Yusaku Kamekura naît en 1915 à Yoshida (aujourd'hui Tsubame). De 1935 à 1938, il suit des études principalement centrées sur l'architecture à la Nouvelle Académie d'Architecture et de Design industriel (Tokyo), une institution privée conçue sur le modèle du Bauhaus. Par la suite, il travaille pour des agences publicitaires et comme directeur artistique de plusieurs revues. En 1951, il devient cofondateur du Japan Advertising Arts Club, et en 1960 du Nippon Design Center. À partir de 1962, Kamekura prend son indépendance et commence à se faire remarquer par des travaux associant éléments constructivistes et esthétique japonaise traditionnelle. Au cours des années suivantes, il devient un des graphistes japonais les plus célèbres. Son travail pour les jeux Olympiques de Tokyo en 1964, puis pour l'Exposition universelle d'Osaka en 1970, lui assurent une renommée internationale. À côté d'affiches et d'emballages, les logos deviennent son médium privilégié et son centre d'intérêt principal. Son livre *Trademarks of the World* publié en 1956, pour lequel il réunira quelque 700 logos internationaux en cinq ans de travail, fut un ouvrage de référence de son époque. À partir de 1978, Kamekura est président de la toute nouvelle Japan Graphic Designers Association et accepte d'autres charges administratives dans des organismes de design internationaux. Kamekura travaillera à de nouveaux projets jusqu'à un âge avancé : en 1985, il crée une des marques commerciales les plus célèbres de son pays avec le logo de l'entreprise de télécommunications japonaise NTT. La même année, il lance le concept de *Creation*, un magazine qui, en cinq ans et 20 éditions, a documenté les évolutions du graphisme international. Kamekura s'éteint à Tokyo en 1997 à l'âge de 82 ans. Il est aujourd'hui considéré comme un des plus grands designers japonais du XX$^{e}$ siècle.

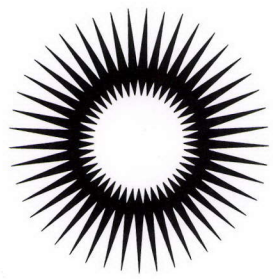
**Taiyo Kikai Kogyo Co.**
Machinery (Logo 2)
1958 · Yusaku Kamekura · JP



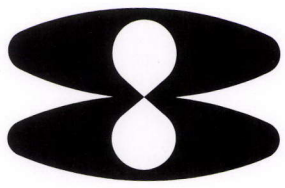
**Nihon Shinkaku**
Pharmaceuticals
1960s · Yusaku Kamekura · JP



**Tonen Petrochemical**
Chemicals
1958 · Yusaku Kamekura · JP

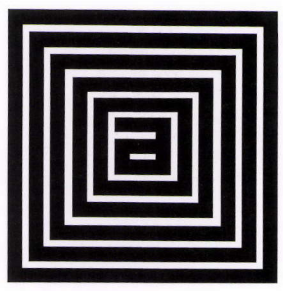


**World Power Conference**
Energy summit
1960s · Yusaku Kamekura · JP

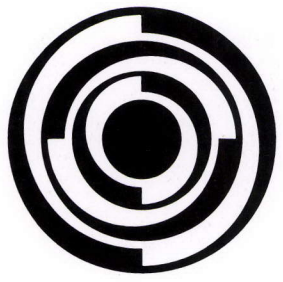


**Television Network**
1958 · Yusaku Kamekura · JP

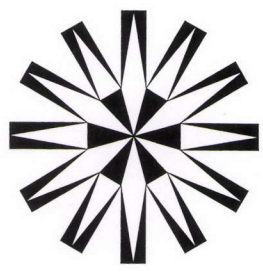
**DIC**
Inks
1961 · Yusaku Kamekura · JP



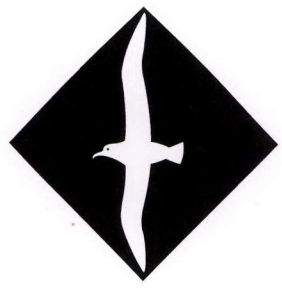
**Japan Architects Association**
1960 · Yusaku Kamekura · JP



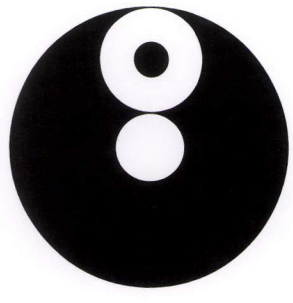
**Japan Association for the Advancement of Science**
1961 · Yusaku Kamekura · JP



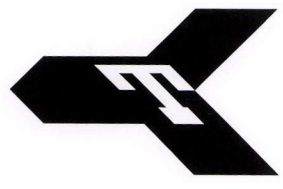
**Minami Measuring**
Measurement technology
1960 · Yusaku Kamekura · JP



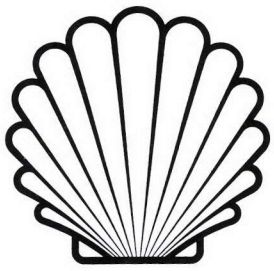
**Japan Recruitment Center**
Human resources and development
1961 · Yusaku Kamekura · JP



**Corona**
Automobiles
1960s · Yusaku Kamekura · JP

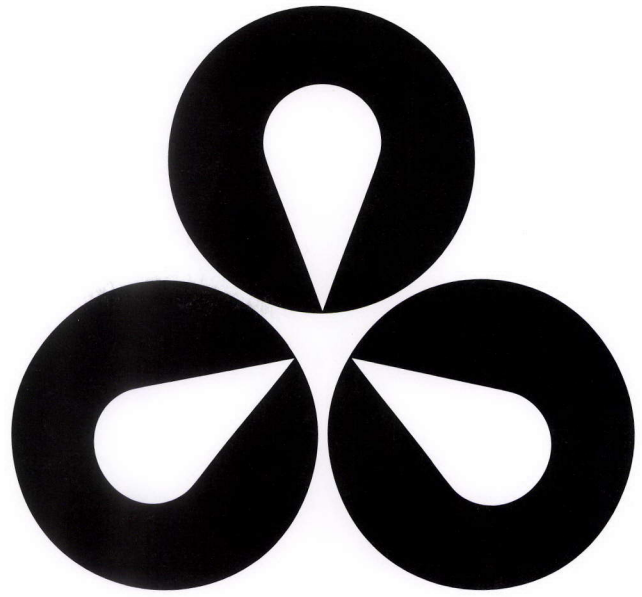


**Tokyu Koku**
Airline
1962 · Yusaku Kamekura · JP



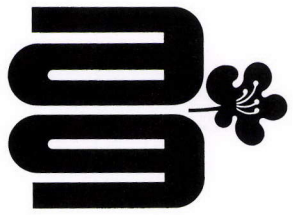
**Shell**
Petroleum
1963 · Yusaku Kamekura · JP

**Acro**
Business consultancy
1964 · Yusaku Kamekura · JP

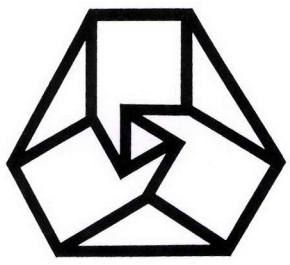


**Akane**
Ceramics
1965 · Yusaku Kamekura · JP

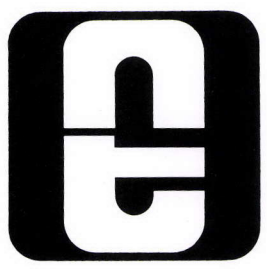
**Takasaka, Tokyo**
Country club
1963 · Yusaku Kamekura · JP



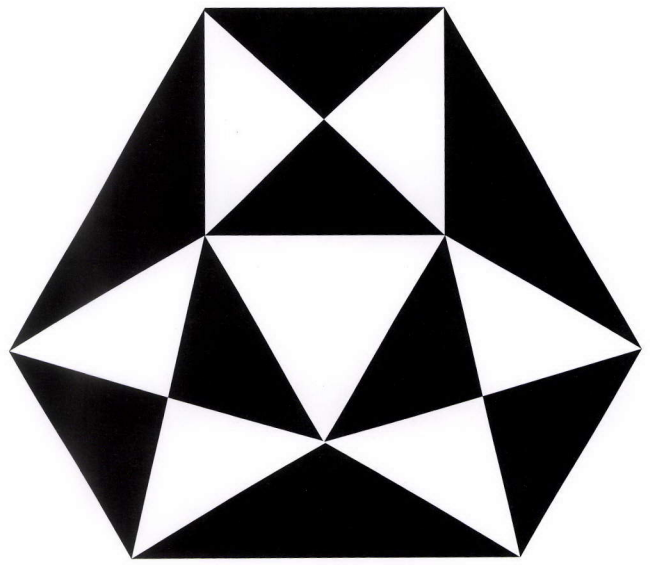
**Amagi Highland, Tokyo**
Golf course
1965 · Yusaku Kamekura · JP



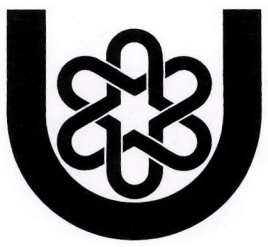
**Yuken Trading**
Industrial trading
1963 · Yusaku Kamekura · JP



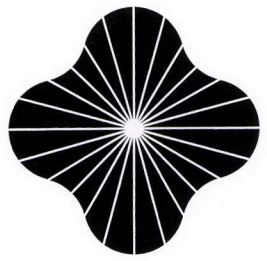
**Nihon Tsushin Kogyo**
Telecommunications
1966 · Yusaku Kamekura · JP



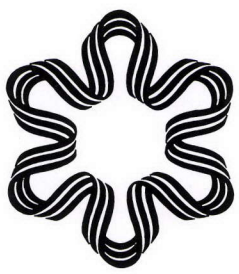
**TDK – Tokyo Denki Kagaku Kogyo**
Electronics
1966 · Yusaku Kamekura · JP



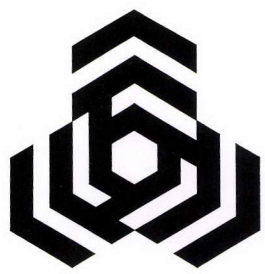
**Yuken-Boeki**
Mail-order
1960s · Yusaku Kamekura · JP



**Yamagiwa**
Electronics
1966 · Yusaku Kamekura · JP

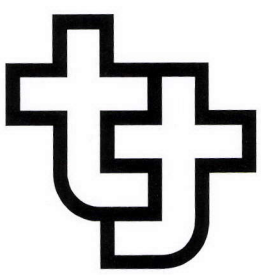


**Child Ltd.**
Children's clothing
1964 · Yusaku Kamekura · JP

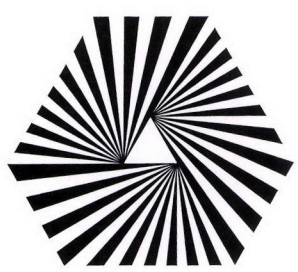


**Yamaguchi Bank**
1966 · Yusaku Kamekura · JP

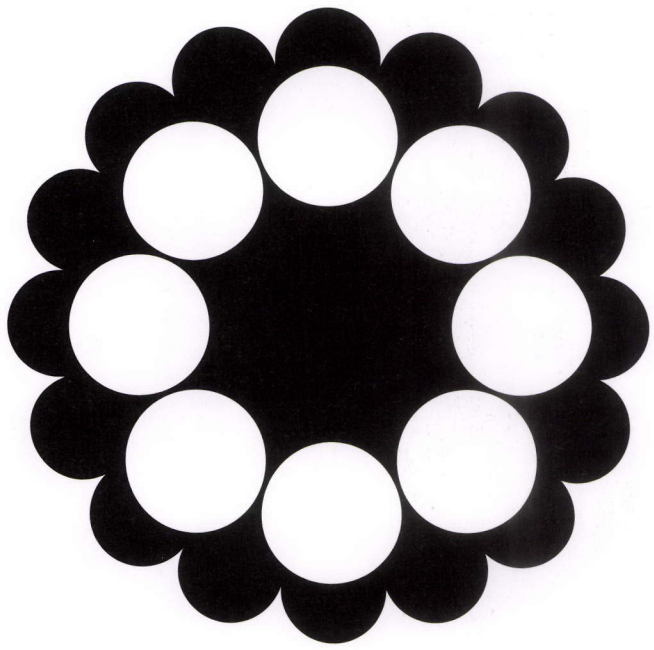
**Nippon Hoso Kyokai**
Broadcasting
1967 · Yusaku Kamekura · JP



**Toho Shigyo & Toho Kako**
Paper
1964 · Yusaku Kamekura · JP



**Ginza Centennial Merchants**
Trade organization
1967 · Yusaku Kamekura · JP

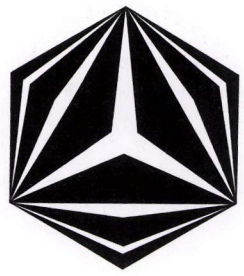


**Prince Hotels**
1968 · Yusaku Kamekura · JP

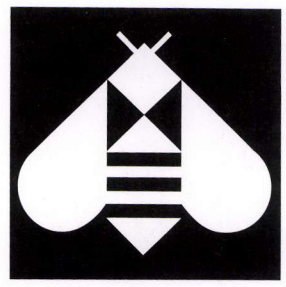
Up until 1968, the logo of the Prince Hotels chain was an old family coat of arms with a chrysanthemum in the center. Firstly, Yusaku Kamekura took the flower and transformed it into a symbol, on the white inner circle of which the locations of the hotels were shown. Secondly, he devised a system by which shapes, colors and typefaces could be interchanged to stand for individual hotels. Kamekura described his design as "a combination of Japanese elegance and Western beauty."

Die Hotelkette Prince Hotels verwendete bis 1968 ein altes Familienwappen mit einer Chrysantheme im Zentrum als Logo. Yusaku Kamekura abstrahierte die Blüte zu einem Symbol, bei dem die weißen Innenkreise auf die unterschiedlichen Standorte der Kette verweisen. Im zweiten Schritt wurde ein System konzipiert, das durch unterschiedliche Formen, Farben und Schriften die einzelnen Hotels individuell kennzeichnete. Kamekura beschrieb seine Lösung als „Kombination von japanischer Eleganz und westlicher Schönheit."

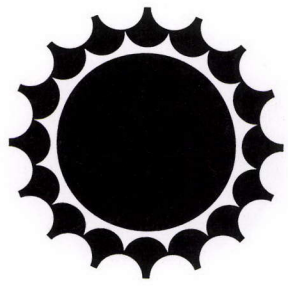
Jusqu'en 1968, la chaîne hôtelière Prince Hotels avait eu pour logo un ancien blason familial conçu autour d'un chrysanthème central. Yusaku Kamekura simplifia cette fleur pour en faire un symbole dont les cercles intérieurs renvoient aux différentes implantations de la chaîne. Une deuxième étape conduisit à concevoir un système dans lequel différentes formes, couleurs et écritures caractérisent individuellement les différents hôtels. Kamekura a décrit sa solution comme une «combinaison d'élégance japonaise et de beauté occidentale.»



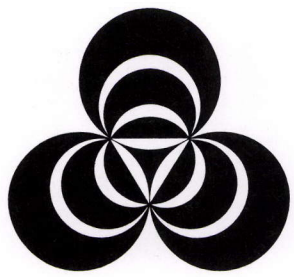
**Kyowa Hakko**
Chemicals
1967 · Yusaku Kamekura · JP



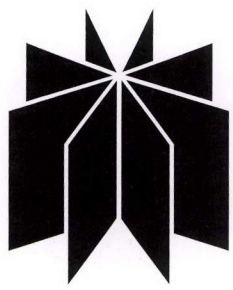
**Showa Denko**
Chemicals
1968 · Yusaku Kamekura · JP



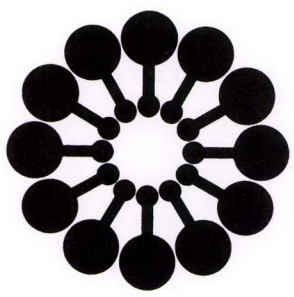
**Taiyo Bank**
1968 · Yusaku Kamekura · JP



**Tokyo Music Institute**
1968 · Yusaku Kamekura · JP



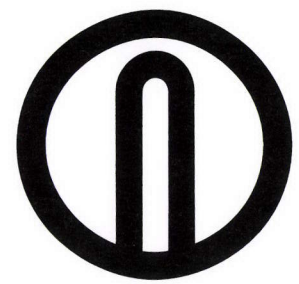
**Sangetsu**
Wallpapers
1969 · Yusaku Kamekura · JP



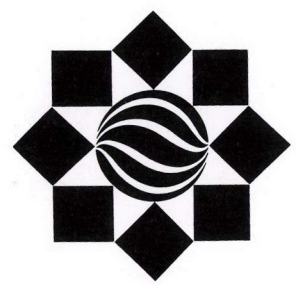
**Tokyo Watch Research Institute**
Watch engineering
1969 · Yusaku Kamekura · JP

**Toa Domestic Airlines**
1970 · Yusaku Kamekura · JP

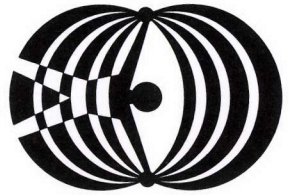
**Tokyu**
Advertising agency
1969 · Yusaku Kamekura · JP



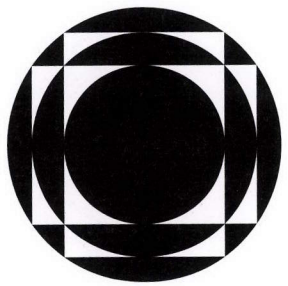
**Quality Label for Communication Products**
1973 · Yusaku Kamekura · JP



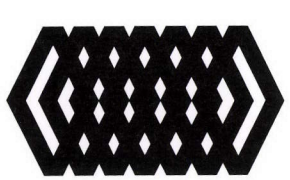
**Expo '70, Osaka**
World's fair
1970 · Yusaku Kamekura · JP



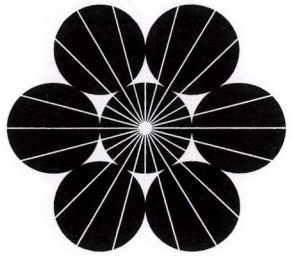
**Sports Club**
1973 · Yusaku Kamekura · JP



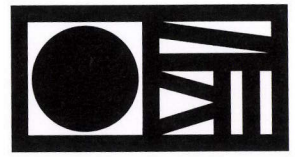
**The Japan Society of Obstetrics and Gynecology**
1970 · Yusaku Kamekura · JP



**Trade Center Building**
Commercial skyscraper
1973 · Yusaku Kamekura · JP



**Yamagiwa**
Lighting
1970 · Yusaku Kamekura · JP



**Association for the Promotion of Traditional Craftsmanship**
1975 · Yusaku Kamekura · JP

**Takatsuki Resort Lanes, Osaka**
Bowling alley
1971 · Yusaku Kamekura · JP

**East-West Association for Cultural Exchange**
1978 · Yusaku Kamekura · JP

**Meiji Seika Kaisha**
Chocolate
1971 · Yusaku Kamekura · JP



**Fuji Bank**
1979 · Yusaku Kamekura · JP



**Nippon Telegraph & Telephone Corp.**
1985 · Yusaku Kamekura · JP



**Long-Term Credit Bank of Japan**
1986 · Yusaku Kamekura · JP



**Cram School**
1986 · Yusaku Kamekura · JP



**Japan Design Day**
Special calendar day
1988 · Yusaku Kamekura · JP



**TAK**
Architecture
1992 · Yusaku Kamekura · JP

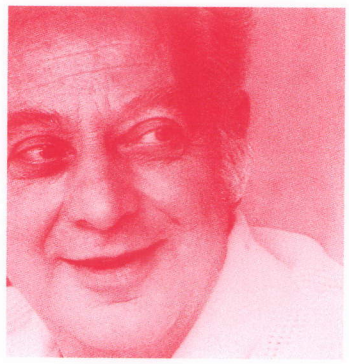
**Trademarks are an important means of guaranteeing to the public the quality of products, while also giving people an idea of the nature and extent of a company's field of activity. They are also a crucial factor in shaping a firm's public image.**
Yusaku Kamekura

**Warenzeichen sind wichtige Mittel, um der Öffentlichkeit gegenüber die Qualität von Erzeugnissen zu garantieren und um Menschen eine Vorstellung vom Tätigkeitsbereich und Umfang eines Unternehmens zu geben. Sie sind also ein ganz wesentlicher Faktor für die Prägung des „Gesichts" einer Firma.**
Yusaku Kamekura

**Les marques sont des moyens importants pour garantir la qualité des produits dans l'esprit du public et lui communiquer une idée du champ d'activité et de l'envergure d'une entreprise. Elles sont donc un facteur tout à fait essentiel pour définir le « visage » d'une firme.**
Yusaku Kamekura

# Stefan Kanchev

1915–2001 · BG



Stefan Kanchev was born in 1915 in Kalofer, Bulgaria. As a child he was taught to draw by his father, an icon painter. From 1933 he studied German philosophy in the capital Sofia. At the same time, he and an artist friend forged identity cards and other documents for anti-Fascists and Jews. In 1940 Kanchev entered the National Academy of Arts to study painting, but gave up his studies when he was hired as art director for a publishing house, so beginning his career as a graphic designer. In 1946, the People's Republic of Bulgaria came into being under Communist rule. In the same year Kanchev received his first commission to design a special stamp for the Bulgarian post office. Many more such assignments were to follow. Five years later he was appointed director of the state committee for graphic design. As such, Kanchev made crucial decisions on the use of graphics in numerous Bulgarian state corporations and institutions. Within a few years, trademark design became his main occupation. His work began to attract the attention of international design magazines and associations such as the International Center for the Typographic Arts and the American Institute of Graphic Arts, and a combination of exhibitions and publications made him one of the best-known and most respected figures on the international design scene. Between 1955 and 1985 Kanchev created around 2,000 trademarks, including logos for Bulgarian state television and the state-owned gas station chain. In the 1970s and '80s, Kanchev won many awards, but with the arrival of computers and the collapse of Communism he sank into oblivion. Only in recent years have several exhibitions and a book been devoted to the designer, who died in 2001, and whose work remains omnipresent in Bulgaria.

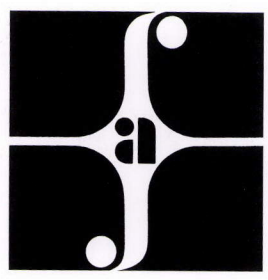
**Tyutyuneva Promishlenost**
Tobacco
1956 · Stefan Kanchev · BG

**Applied Arts Center, Sofia**
Cultural organization
1957 · Stefan Kanchev · BG

**Machinoexport**
Machine trade
1957 · Stefan Kanchev · BG

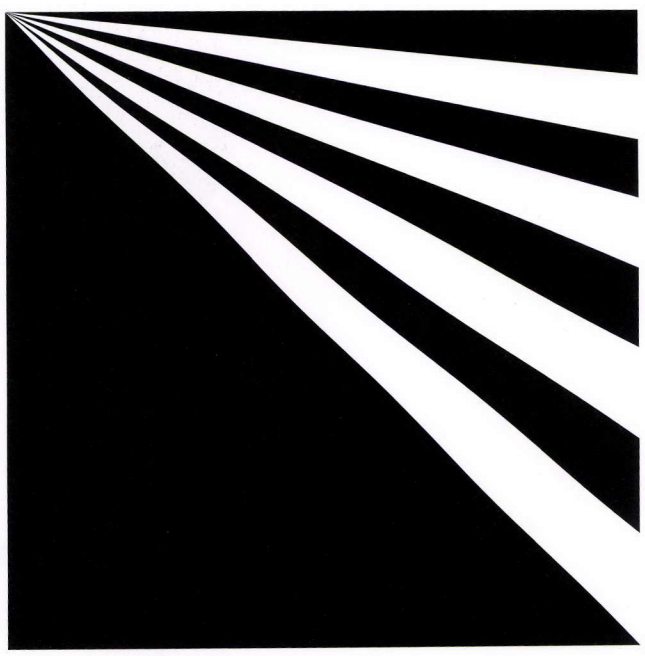
**TABSO**
Airline
1957 · Stefan Kanchev · BG

**Reklama**
Advertising agency
1958 · Stefan Kanchev · BG

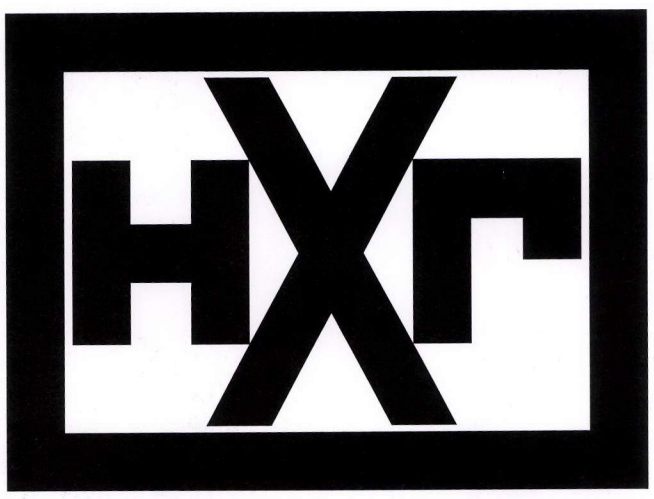


**Avramov**
National radio string quartet
1960 · Stefan Kanchev · BG

**Kino Studio**
Film studio
1957 · Stefan Kanchev · BG

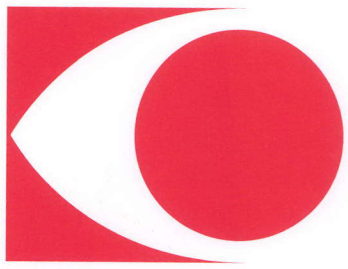


**Narodna Prosveta**
Publishing
1957 · Stefan Kanchev · BG

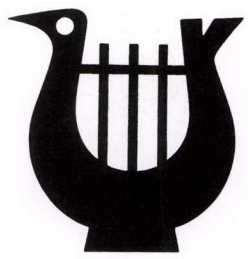


**National Art Gallery, Sofia**
1959 · Stefan Kanchev · BG

Stefan Kanchev wurde 1915 im bulgarischen Kalofer geboren. Von seinem Vater, einem Ikonenmaler, erhielt er bereits als Kind Zeichenunterricht. Ab 1933 studierte er zunächst Deutsche Philosophie in der Hauptstadt Sofia. In dieser Zeit fälschte er gemeinsam mit einem befreundeten Künstler auch Ausweise und andere Papiere für Antifaschisten und Juden. An der Nationalen Kunstakademie begann Kanchev 1940 ein Studium der Malerei. Mit Antritt der Position als künstlerischer Leiter eines Verlagshauses gab er sein Studium jedoch auf und begann eine Laufbahn als Grafikdesigner. 1946 wurde die Volksrepublik Bulgarien als kommunistischer Staat neu gegründet. Kanchev erhielt im gleichen Jahr einen ersten Auftrag für die Gestaltung einer Sonderbriefmarke der bulgarischen Post, dem noch viele weitere folgten. Fünf Jahre später berief man ihn zum Vorsitzenden der Staatskommission für Grafikdesign. In dieser Position entschied Kanchev maßgeblich über das Auftreten des bulgarischen Grafikdesigns in zahlreichen staatlichen Unternehmen und Institutionen mit. Der Entwurf von Markenzeichen wurde in den folgenden Jahren zu seiner bestimmenden Tätigkeit. Internationale Designmagazine und Verbände wie das International Center for the Typographic Arts oder das American Institute of Graphic Arts wurden auf seine Arbeiten aufmerksam und machen ihn durch Ausstellungen und Veröffentlichungen zu einer bekannten und respektierten Persönlichkeit der internationalen Designszene. Zwischen 1955 und 1985 entwarf Kanchev rund 2.000 Markenzeichen, darunter das Logo des öffentlich-rechtlichen Fernsehsenders oder der staatlichen Tankstellenkette des Landes. In den 1970er- und 1980er-Jahren erhielt Kanchev zahlreiche Auszeichnungen, geriet jedoch mit Aufkommen des Computers und dem Zerfall des kommunistischen Systems in Vergessenheit. Erst in den vergangenen Jahren wurde das Werk des 2001 verstorbenen Designers, das im heutigen Bulgarien noch immer omnipräsent ist, in mehreren Ausstellungen sowie einem Buchprojekt gewürdigt.

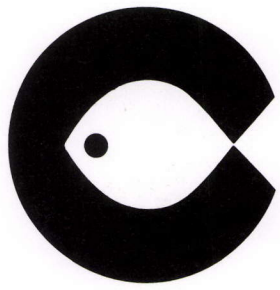


Stefan Kanchev naît en 1915 à Kalofer, en Bulgarie. Dès son enfance, il apprend le dessin avec son père, un peintre d'icônes. À partir de 1933, il commence des études de philosophie allemande à Sofia, la capitale. À la même époque, il fabrique de fausses pièces d'identité avec un ami artiste pour des militants antifascistes et des juifs. En 1940, Kanchev suit des études de peinture à l'École nationale des Beaux-Arts, études qu'il abandonne toutefois lorsqu'il devient directeur artistique d'une maison d'édition et qu'il se lance ainsi dans une carrière de graphiste. En 1946, la Bulgarie est refondée comme État communiste sous le nom de République populaire de Bulgarie. La même année, Kanchev reçoit une commande pour la création d'un timbre spécial de la poste bulgare, première d'une longue série. Cinq ans plus tard, il est nommé président de la Commission nationale de graphisme. C'est à ce poste qu'il devient codécisionnaire de l'identité du graphisme bulgare de nombreuses entreprises et institutions d'État. Au cours des années suivantes, la création de logos devient son activité principale. Des magazines et des institutions de design internationales comme l'International Center for the Typographic Arts ou l'American Institute of Graphic Arts prennent connaissance de son travail – diverses expositions et publications vont faire de lui une des personnalités les plus connues et les plus respectées de la scène du design international. Entre 1955 et 1985, Kanchev a créé environ 2000 logos, notamment celui de la télévision publique ou celui de la chaîne de stations d'essence nationale de Bulgarie. Dans les années 1970 et 1980, Kanchev reçoit de nombreuses distinctions, mais sombre dans l'oubli avec l'arrivée de l'informatique et la chute du régime communiste. C'est seulement au cours de ces dernières années que l'œuvre du designer décédé en 2001, aujourd'hui encore omniprésent en Bulgarie, a été dignement célébré à travers plusieurs expositions et d'un projet de livre.



**National Opera, Sofia**
1960 · Stefan Kanchev · BG

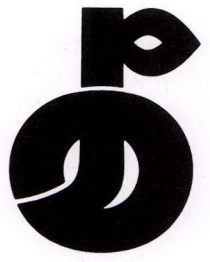
**Central Puppet Theater, Sofia**
1963 · Stefan Kanchev · BG



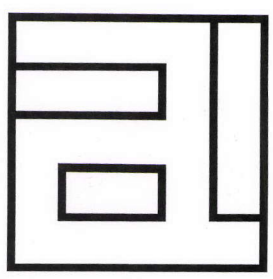
**Sadala**
Underwater fishing equipment
1960 · Stefan Kanchev · BG

**Chimkombinat**
Chemicals
1963 · Stefan Kanchev · BG

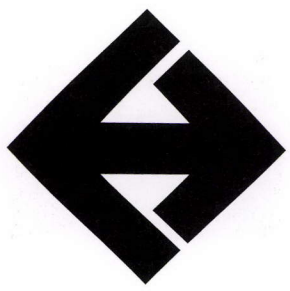
**Vulkan Zement**
Cement
1960s · Stefan Kanchev · BG



**Dunavia-Rousse**
Canned foods
1963 · Stefan Kanchev · BG



**Architectura**
Architectural magazine
1961 · Stefan Kanchev · BG



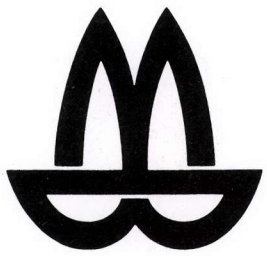
**Elektra**
Electronics
1963 · Stefan Kanchev · BG

**Doso**
Diving club
1961 · Stefan Kanchev · BG

**Elektroimpex**
Electronic devices
1963 · Stefan Kanchev · BG

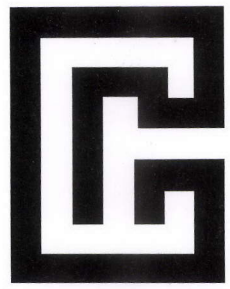
**Union of Bulgarian Artists**
1962 · Stefan Kanchev · BG

**Fasan**
Stockings
1963 · Stefan Kanchev · BG

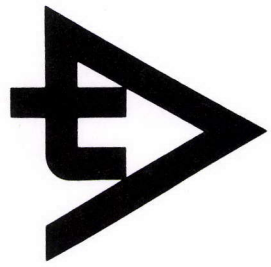


**Mineralni Vodi-Sofia**
Mineral water
1963 · Stefan Kanchev · BG

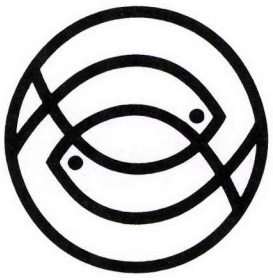
**Yagoda-Yambol**
Canned foods
1963 · Stefan Kanchev · BG



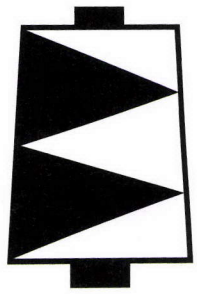
**Strasita**
Art gallery
1965 · Stefan Kanchev · BG



**Technoimpex**
Patent trading and licensing
1965 · Stefan Kanchev · BG

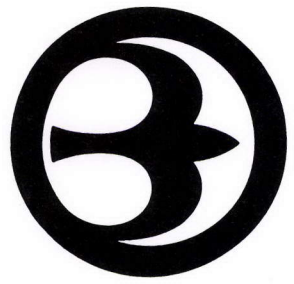


**Slavyanka**
Fishery
1963 · Stefan Kanchev · BG

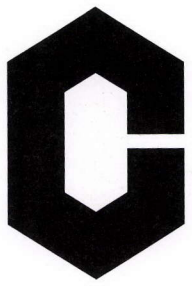


**Vreteno Maritza**
Textiles
1963 · Stefan Kanchev · BG

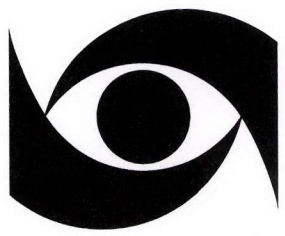
**Bulgarian Chamber of Commerce**
1965 · Stefan Kanchev · BG



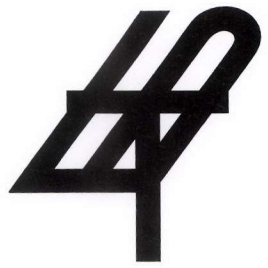
**Balkancar**
Forklift trucks
1966 · Stefan Kanchev · BG



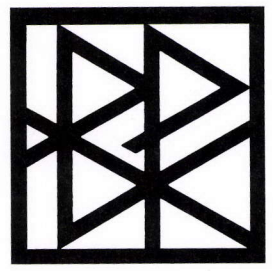
**Chimimport**
Chemicals
1963 · Stefan Kanchev · BG



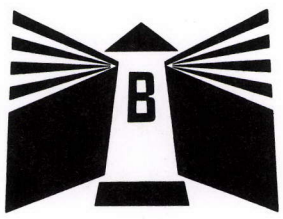
**Center for Industrial Design, Sofia**
1964 · Stefan Kanchev · BG



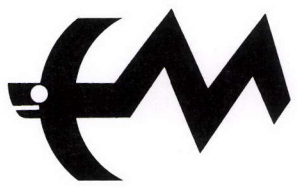
**Bulgarian National Television**
Broadcasting
1965 · Stefan Kanchev · BG



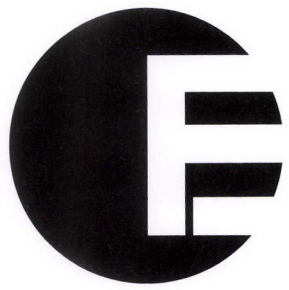
**Building Materials**
1966 · Stefan Kanchev · BG



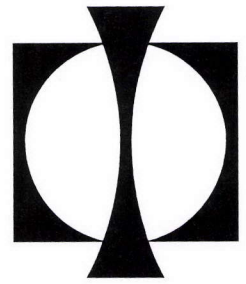

**Georgi Bakalov**
Publishing
1963 · Stefan Kanchev · BG



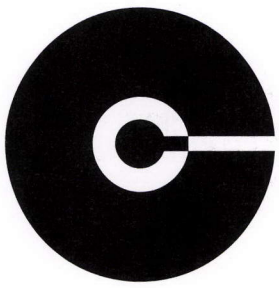
**Elektromedicina**
Electronics
1964 · Stefan Kanchev · BG



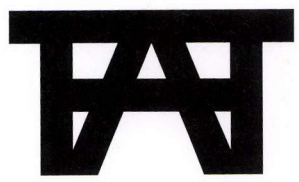
**Frederick Engels**
Construction company
1965 · Stefan Kanchev · BG



**Fotoisdat**
Publishing
1966 · Stefan Kanchev · BG

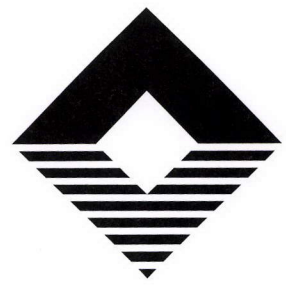


**Stomana**
Steel production
1963 · Stefan Kanchev · BG

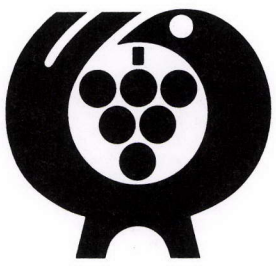


**August Popov**
Furniture
1964 · Stefan Kanchev · BG

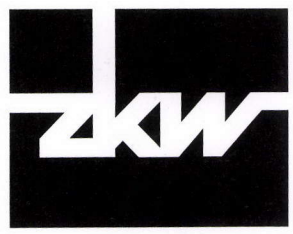
**Koprina**
Silk
1965 · Stefan Kanchev · BG



**Lipa-Silistra**
Furniture
1966 · Stefan Kanchev · BG

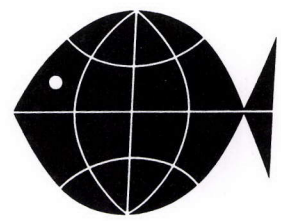


**Vinsavod**
Wine
1963 · Stefan Kanchev · BG

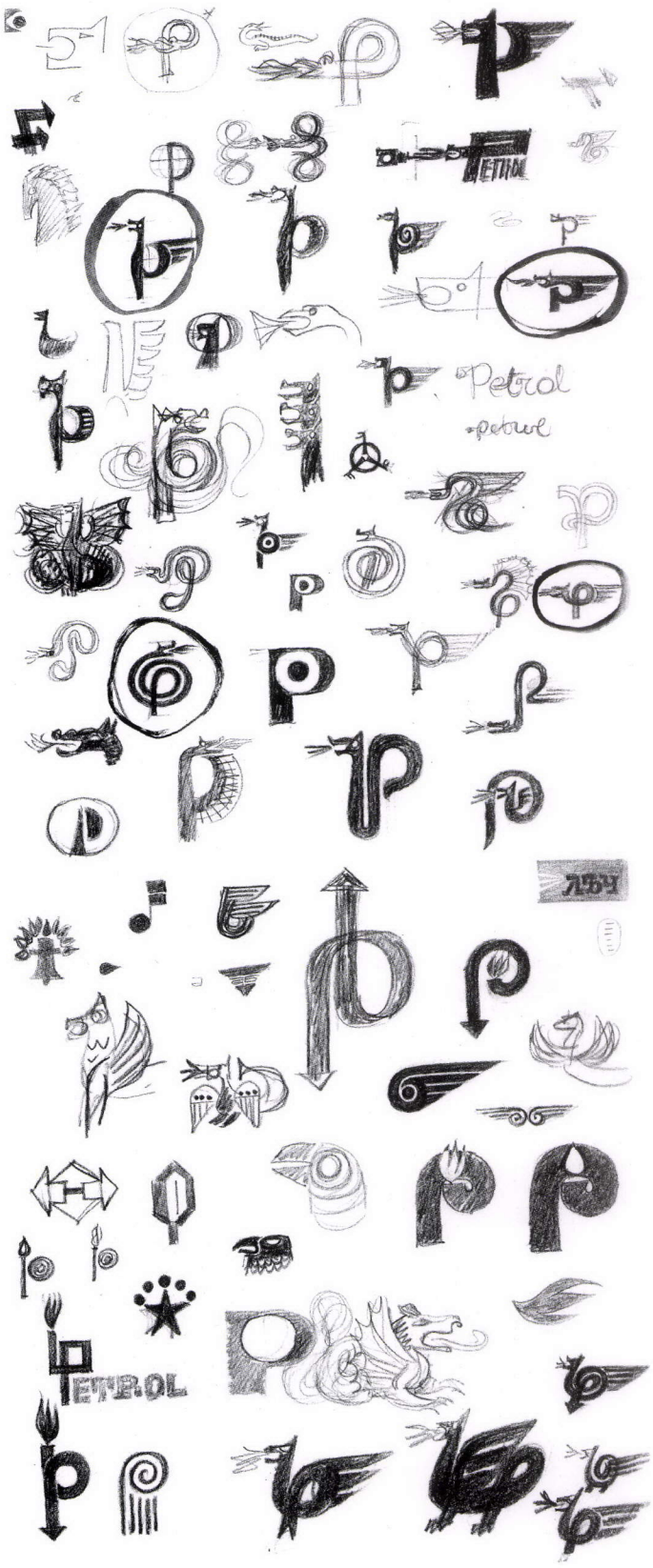



**Zement Kombinat Wratza**
Cement
1964 · Stefan Kanchev · BG

**Rodopa**
Meat
1965 · Stefan Kanchev · BG



**Ribno Stopanstvo**
Fishery
1966 · Stefan Kanchev · BG

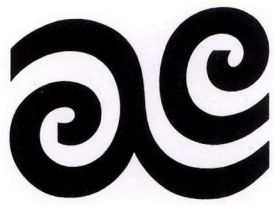



**Petrol**
Gas stations
1964 · Stefan Kanchev · BG

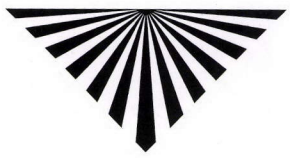
For this oil company founded in 1932 Kanchev designed a trademark blend of lettering and imagery which could be used separately or together. His preparatory sketches reveal how he worked, always beginning with endless small drawings. The Petrol AD logos are still used to signpost nearly 500 gas stations across Bulgaria.

Für das 1932 gegründete Rohölunternehmen entwarf Kanchev eine Bild- und eine Wortmarke, die einzeln oder in Kombination verwendet werden konnten. Die dazugehörigen Skizzen aus dem Entwurfsprozess veranschaulichen seine Arbeitsweise, die immer mit unzähligen kleinen Zeichnungen begann. Bis heute sind die Petrol-Logos in Verwendung und kennzeichnen fast 500 Tankstellen in Bulgarien.

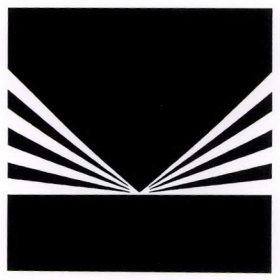
Pour cette entreprise pétrolière fondée en 1932, Kanchev créa un insigne et un logotype qui pouvaient être utilisés séparément ou combinés entre eux. Les croquis réalisés pendant le travail de conception illustrent la démarche du graphiste, qui commençait chaque projet par d'innombrables petits dessins. L'insigne et le logotype etrol AD sont encore utilisés aujourd'hui et signalent presque 500 stations d'essence en Bulgarie.



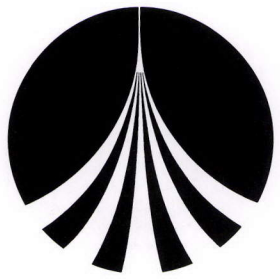
**Avram Stojanov**
Textiles
1967 · Stefan Kanchev · BG



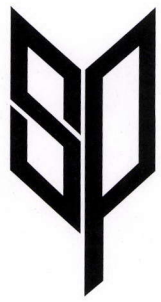
**Grashdanski Letischta**
Airport maintenance
1967 · Stefan Kanchev · BG



**Student Library**
Publishing
1967 · Stefan Kanchev · BG

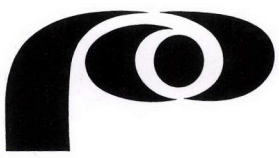


**Nauka i Iskustvo**
Publishing
1967 · Stefan Kanchev · BG

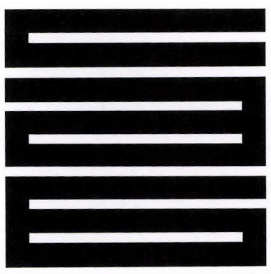


**Sofia Press**
National press club
1967 · Stefan Kanchev · BG

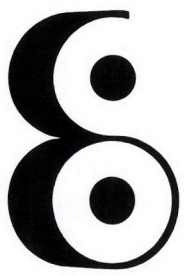
**Zelulosa i Chartia**
Paper
1967 · Stefan Kanchev · BG



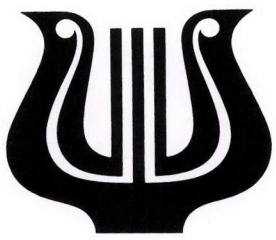
**Press Center for the World Youth Festival**
Festival press office
1968 · Stefan Kanchev · BG



**Union of Bulgarian Architects**
1968 · Stefan Kanchev · BG

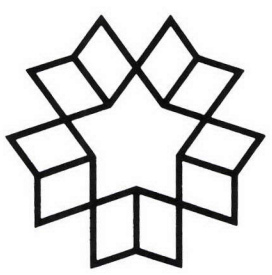


**Balkan Litho**
Printing
1969 · Stefan Kanchev · BG

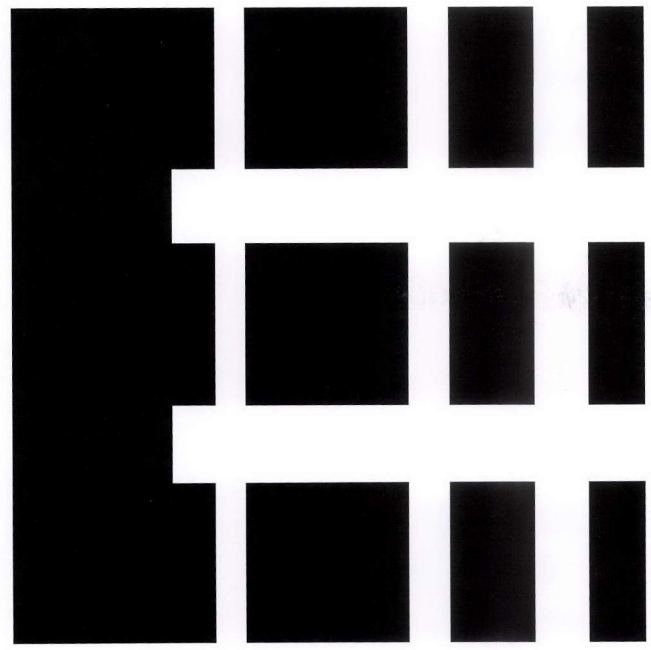


**State Music Board**
National music organization
1969 · Stefan Kanchev · BG

**Dimitar Dimitrov**
Photographer
1969 · Stefan Kanchev · BG



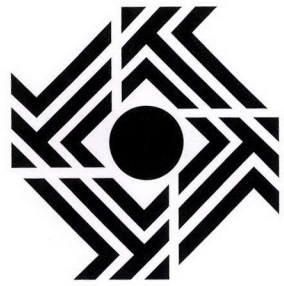
**Communist Party Publishing House**
1969 · Stefan Kanchev · BG



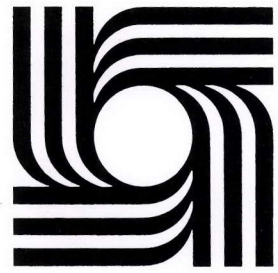
**Plant Electronica**
Precision machinery
1967 · Stefan Kanchev · BG

**State Music Hall, Sofia**
Concert hall
1968 · Stefan Kanchev · BG

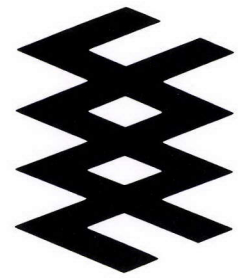
**DDD**
Chemicals
1970 · Stefan Kanchev · BG



**Bulgarian Center for Graphic Design**
1970 · Stefan Kanchev · BG

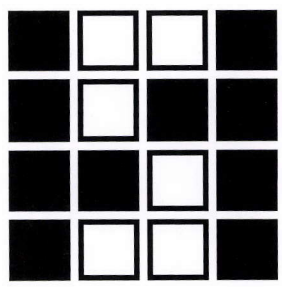


**Department of Trademarks and Licensing**
Trademarks office
1970 · Stefan Kanchev · BG

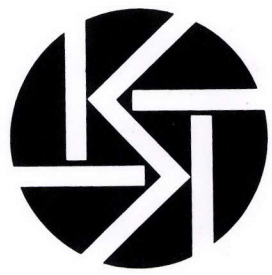


**Electronic Components**
1970 · Stefan Kanchev · BG

**Feromagniti**
Magnets
1970 · Stefan Kanchev · BG

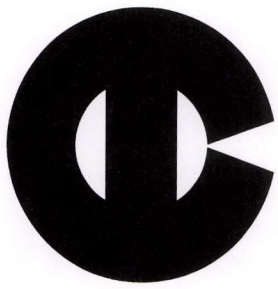


**Isida**
Tiles
1970 · Stefan Kanchev · BG

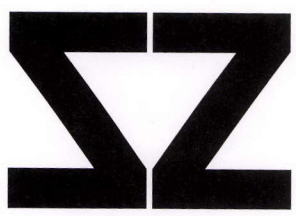


**Koopturist**
Travel agency
1970 · Stefan Kanchev · BG

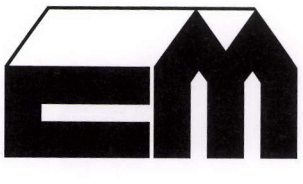
**Rila**
Clothing
1970 · Stefan Kanchev · BG



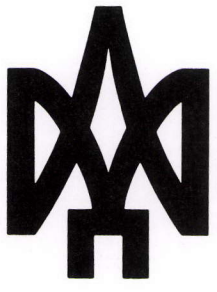
**Sofia Film**
Film studio
1970 · Stefan Kanchev · BG



**Melnitsi**
Grain mill
1970 · Stefan Kanchev · BG

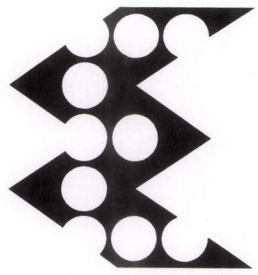


**Stroitelni Materiali**
Construction materials
1970 · Stefan Kanchev · BG

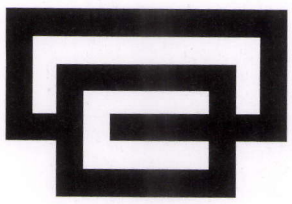


**Allen Mac**
Office supplies
1971 · Stefan Kanchev · BG

**Exhibition of Bulgarian Trademarks**
1971 · Stefan Kanchev · BG

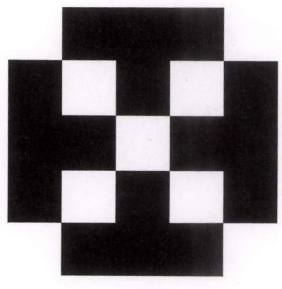


**Ministry of Electronics and Electrical Engineering**
1971 · Stefan Kanchev · BG

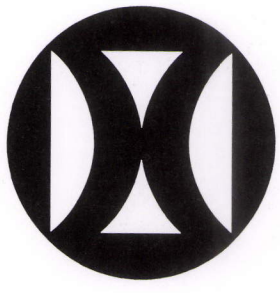


**Promischleno Stroitelstwo**
Construction company
1971 · Stefan Kanchev · BG

**Schwann**
Mattresses
1971 · Stefan Kanchev · BG

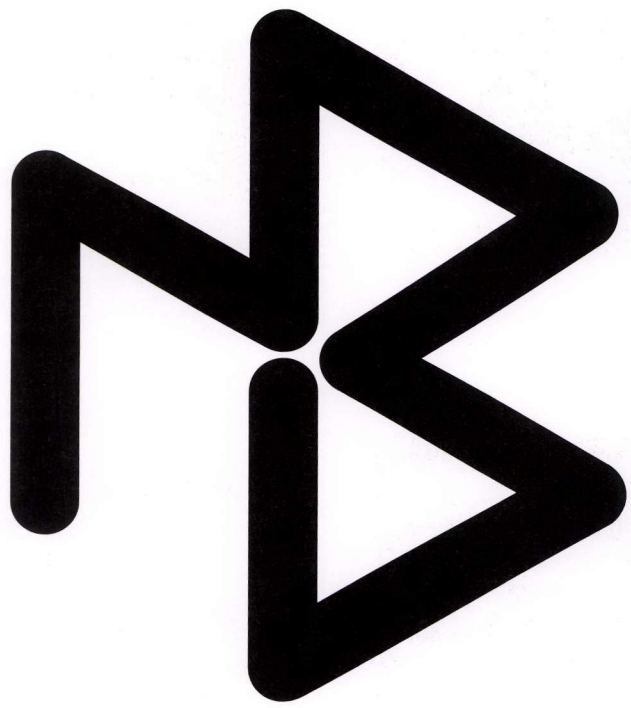


**Tonsos**
Textiles
1971 · Stefan Kanchev · BG

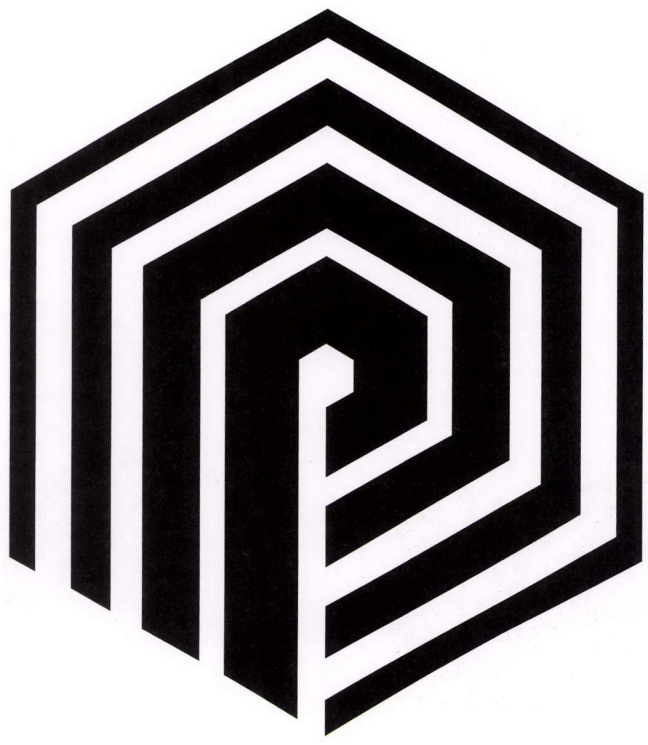


**Central Market, Sofia**
Supermarket
1971 · Stefan Kanchev · BG

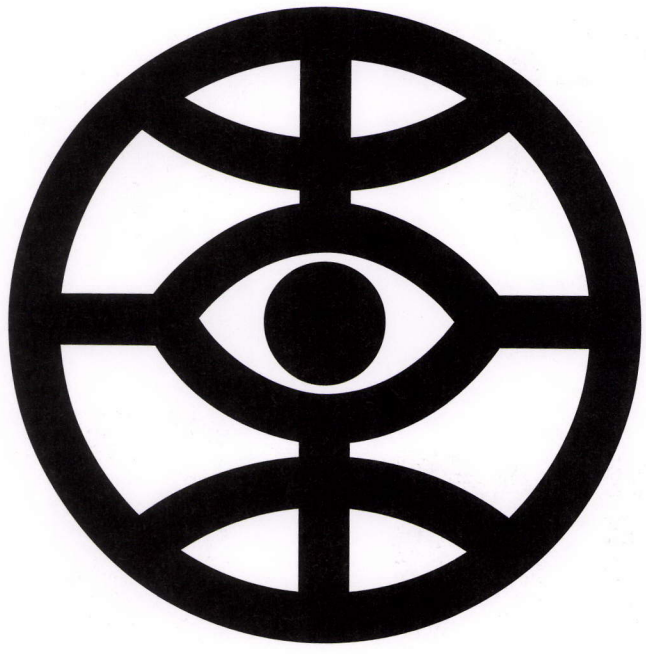
**Balkantourist**
Travel agency
1972 · Stefan Kanchev · BG



**Mladen Wasilev**
Construction materials
1972 · Stefan Kanchev · BG



**Rahovets**
Chemicals
1972 · Stefan Kanchev · BG



**International Biennial of Trademarks**
Design exhibition
1979 · Stefan Kanchev · BG

**Bitwa Estetica**
Interior design
1972 · Stefan Kanchev · BG

**Halli**
Supermarket
1972 · Stefan Kanchev · BG

**Komsomolgz**
Furniture
1972 · Stefan Kanchev · BG

**Ludogorska Slava**
Metalworks
1972 · Stefan Kanchev · BG

**National Committee for Television and Radio**
State broadcasting
1972 · Stefan Kanchev · BG

**Preciz-Michai**
Metals
1972 · Stefan Kanchev · BG

**Septemvri Industrial Trade**
1972 · Stefan Kanchev · BG

**State Press Committee**
Media
1972 · Stefan Kanchev · BG

**Interior Design**
1972 · Stefan Kanchev · BG

**State Puppet Theater, Sofia**
1972 · Stefan Kanchev · BG

**USPEC**
Ceramics
1972 · Stefan Kanchev · BG

**Kamchia**
Resort complex
1974 · Stefan Kanchev · BG

**CT**
Textiles
1982 · Stefan Kanchev · BG

**Tehnica**
Publishing
1980 · Stefan Kanchev · BG

**Septemvri**
Steel pipes
1979 · Stefan Kanchev · BG

**Hotel Europa**
1976 · Stefan Kanchev · BG

**Septemvri**
Publishing
1975 · Stefan Kanchev · BG

**Powel Kortchagin**
Children's clothing
1974 · Stefan Kanchev · BG

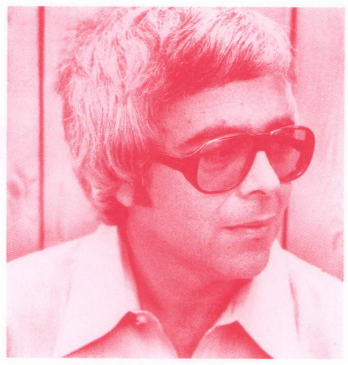
**The trademark should not change when the company's managers do and this is one of the things we should take into account during every reorganization. Certainly tradition counts, which helps you keep your footing even while being buffeted by the winds of competition. For this reason I feel to a certain extent implicated in the success of companies that use my logos.**
Stefan Kanchev

**Ein Logo sollte sich nicht ändern, sobald die Manager wechseln, und das dürfen wir nicht aus dem Auge verlieren, wenn ein Unternehmen neu aufgestellt wird. Traditionen sind wichtig, sie geben Halt, wenn der Wind der Konkurrenz einem allzu kräftig ins Gesicht weht. Aus dem Grund fühle ich mich zu einem gewissen Grad am Erfolg der Unternehmen beteiligt, deren Logo ich gestaltet habe.**
Stefan Kanchev

**La marque n'est pas censée changer au gré des directions d'entreprise ; c'est un fait dont on doit tenir compte à chaque réorganisation. La tradition a une réelle importance ; elle aide à tenir le cap même quand les grêlons de la concurrence s'abattent sur vous. C'est ce qui fait que je me sens d'une certaine manière impliqué dans le succès des entreprises qui utilisent mes logos.**
Stefan Kanchev

# Burton Kramer

*1932 · CA

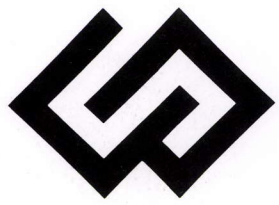


Burton Kramer was born in 1932 in New York's Bronx neighborhood. From 1954 to 1957 he studied at the Institute of Design in Chicago and at Yale University School of Arts & Architecture, and also spent a year at the Royal College of Art in London. Kramer began his career as an assistant in Will Burtin's New York studio and as a designer for various corporate clients including the drug manufacturer Geigy. In 1961, he moved to Switzerland to work for the Erwin Halpern advertising agency, and it was there that he received the first awards for his work. After four years in Zurich he joined Paul Arthur Associates in Toronto, where he worked on graphics and signage for Expo '67. In 1967 he founded his own studio under the name of Burton Kramer & Associates—which later became Kramer Design Associates. Within a few years it was one of Canada's best-known design studios, with work mainly focused on creating complex corporate identities. In the 1970s Kramer developed logos for internationally respected institutions including the Royal Ontario Museum and the Canadian Broadcasting Corporation. In 1974 he took Canadian citizenship and in the same year became one of the first Canadian members of the design association Alliance Graphique Internationale. Between 1980 and 2001 he taught typography and corporate design at the Ontario College of Art and Design and was also a visiting lecturer at several international universities. In 1993 he turned to painting, producing work characterized by brightly colored geometric shapes, and in 2001 he retired from the design business, handing the agency over to his son Jeremy. Since then Kramer has devoted himself exclusively to abstract painting, continuing to experiment with the Modernist designs that were the hallmark of many of his commercial commissions.

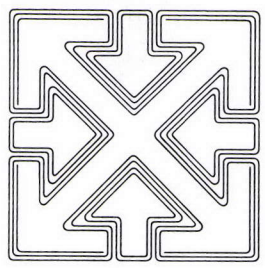
asmp

**American Society of Magazine Photographers**
1958 · Burton Kramer · CA

**Ytong**
Paper
1961 · Burton Kramer · CA



**Canadian Sociology & Anthropology Association**
1965 · Burton Kramer · CA



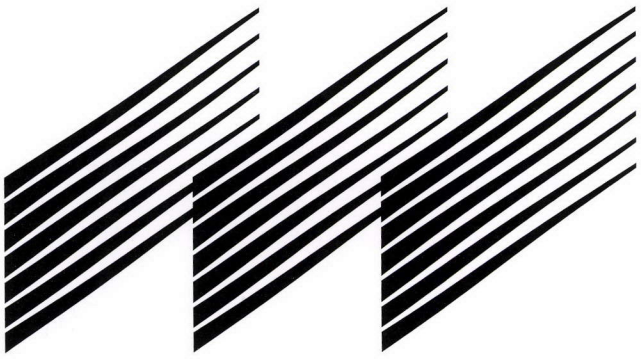
**Interchange**
Scholarly magazine
1966 · Burton Kramer · CA

bbr

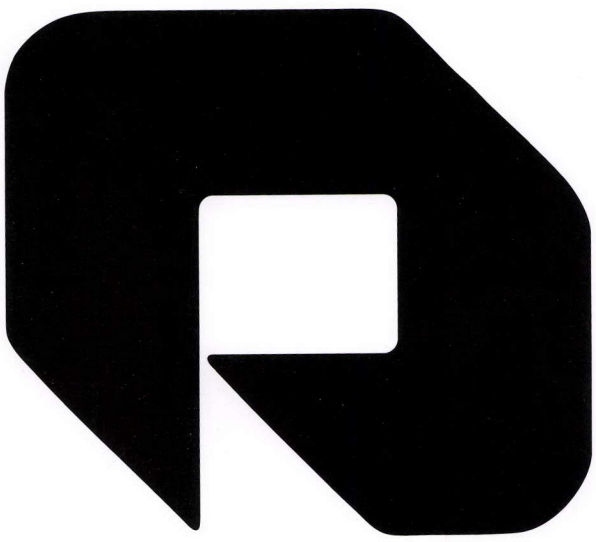
**BBR Canada**
Concrete construction
1967 · Burton Kramer · CA

clairtone

**Clairtone Sound Corporation**
Audio electronics
1967 · Burton Kramer · CA



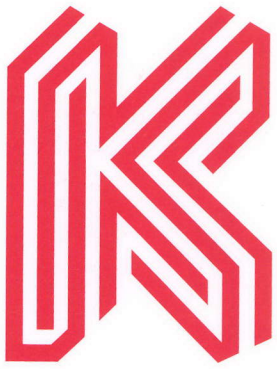
**Fiera Milano**
Trade fair organizers (proposed design)
1973 · Burton Kramer · CA



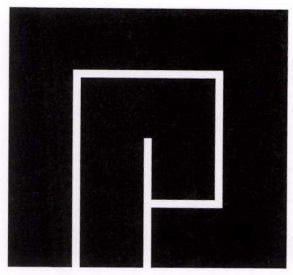
**Reed Paper Corporation**
1975 · Burton Kramer · CA

**Hallmark Hotels**
Hotel chain
1977 · Burton Kramer · CA

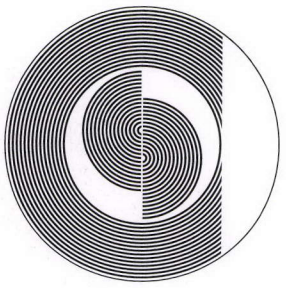
Burton Kramer wurde 1932 im New Yorker Stadtteil Bronx geboren. Er studierte zwischen 1954 und 1957 am Institute of Design in Chicago, an der Yale University School of Arts & Architecture und ein Jahr am Royal College of Art in London. Seine berufliche Laufbahn begann er zunächst als Assistent im Atelier von Will Burtin in New York sowie als Gestalter für verschiedene Unternehmen wie den Medikamentenhersteller Geigy. 1961 zog er in die Schweiz, arbeitete für die Werbeagentur Erwin Halpern und erhielt erste Auszeichnungen für seine Arbeiten. Nach vier Jahren in Zürich ging er nach Toronto, wo er bei Paul Arthur Associates an Designelementen und Leitsystemen für die Expo '67 arbeitete. Unter dem Namen Burton Kramer & Associates (später Kramer Design Associates) gründete er 1967 sein eigenes Studio, das in den folgenden Jahren zu einem der bekanntesten Designbüros des Landes aufstieg. Die Entwicklung von komplexen Erscheinungsbildern wurde zum Schwerpunkt des Studios. In den 1970er-Jahren entwickelte Kramer international beachtete Identitäten für Auftraggeber wie das Royal Ontario Museum oder die Canadian Broadcasting Corporation. Er wurde 1974 kanadischer Staatsbürger und im gleichen Jahr als eines der ersten kanadischen Mitglieder in den renommierten Designverband Alliance Graphique Internationale aufgenommen. Zwischen 1980 und 2001 unterrichtete er Typografie und Corporate Design am Ontario College of Art and Design und war als Gastdozent an mehreren internationalen Hochschulen tätig. Seine Beschäftigung mit freier, auf geometrischen Formen basierenden Malerei begann 1993. Mit dem Jahr 2001 zog er sich ganz aus dem Agenturgeschäft zurück und übergab die Leitung des Designbüros an seinen Sohn Jeremy. Seither beschäftigt er sich ausschließlich mit abstrakter Malerei. Sein modernistischer Gestaltungsansatz, der sich bereits in sämtlichen seiner auftragsgebundenen Arbeiten zeigte, wird hier experimentell fortgeführt.



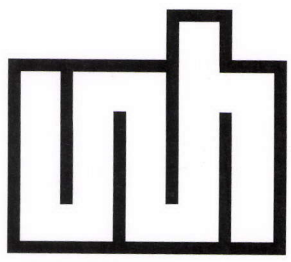
Burton Kramer est né en 1932 à New York dans le quartier du Bronx. De 1954 à 1957, il étudie à l'Institute of Design à Chicago, à la Yale University School of Arts and Architecture et pendant un an au Royal College of Art à Londres. Il commence sa carrière professionnelle comme assistant dans le studio new-yorkais de Will Burtin et comme designer pour différentes entreprises comme le fabricant de produits pharmaceutiques Geigy. En 1961, il s'installe en Suisse, où il travaille pour le compte de l'agence publicitaire Erwin Halpern et reçoit les premières distinctions pour ses réalisations. Après quatre années passées à Zurich, il s'installe à Toronto et travaille chez Paul Arthur Associates sur des éléments de design et des systèmes signalétiques pour l'Exposition universelle de 1967. En 1967, il fonde son propre studio Burton Kramer & Associates (futur Kramer Design Associates), qui devient au cours des années suivantes un des bureaux de design les plus célèbres du pays. La conception de systèmes visuels complexes devient le cœur de métier du studio. Dans les années 1970, Kramer conçoit les identités visuelles de commanditaires internationalement respectés comme le Musée royal de l'Ontario ou la Canadian Broadcasting Corporation. En 1974, il devient citoyen canadien. La même année, il est un des premiers Canadiens à intégrer la célèbre association de designers Alliance graphique internationale. Entre 1980 et 2001, il enseigne la typographie et le corporate design à l'Ontario College of Art and Design et travaille comme professeur invité dans plusieurs écoles internationales. Son intérêt pour la peinture indépendante basée sur des formes géométrique commence en 1993. En 2001, il se retire des affaires et confie la direction de l'agence de design à son fils Jeremy. Depuis, il se consacre exclusivement à la peinture abstraite. Son approche créative moderniste, déjà visible dans tous ses travaux appliqués, y trouve son prolongement expérimental.



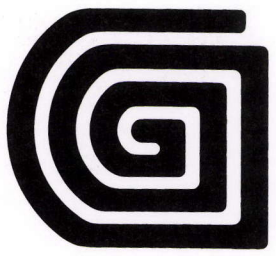
**Peter Robinson**
Industrial design
1967 · Burton Kramer · CA



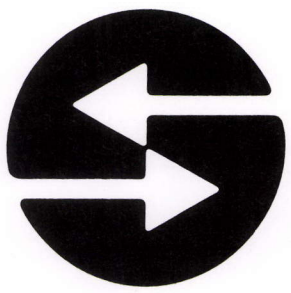
**Craft Dimensions Canada**
Craft exhibition
1969 · Burton Kramer · CA



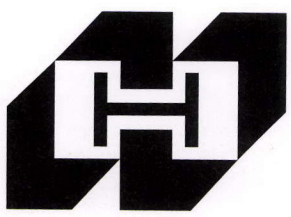
**Werner Herterich**
Exhibition design
1967 · Burton Kramer · CA



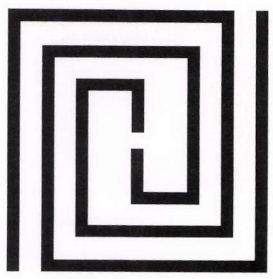
**Gentil Plastics Lindsay**
Plastic goods
1969 · Burton Kramer · CA



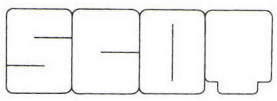
**Project School-to-School**
Educational exchange
1968 · Burton Kramer · CA



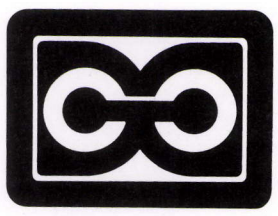
**Hamilton Hastings**
Spark plugs
1969 · Burton Kramer · CA



**Harbour Square Hotel**
1969 · Burton Kramer · CA

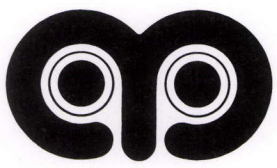


**SCOT**
Computers
1969 · Burton Kramer · CA



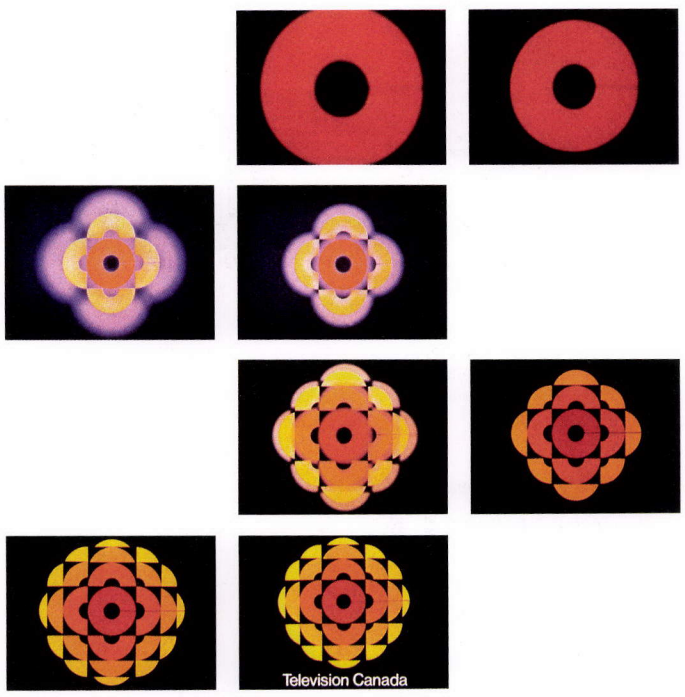
**Canadian Guild of Crafts**
National crafts trust
1969 · Burton Kramer · CA

**Ontario Educational Communications Authority**
Public education broadcasting
1970 · Burton Kramer · CA



**Children's Playgrounds**
Toys
1969 · Burton Kramer · CA

**Kuypers Adamson Norton**
Industrial design
1971 · Burton Kramer · CA

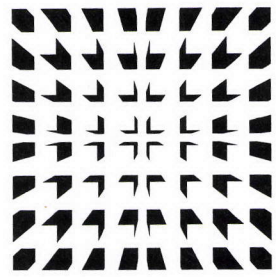


## Canadian Broadcasting Company
1974 · Burton Kramer · CA

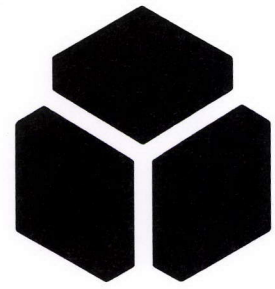
In the early 1970s, the Canadian state television company was seeking a new corporate identity. In the competition to design a new logo, Burton Kramer's image of radio waves spreading from the central letter "C" was declared the winner. The logo was first used in 1974 as part of an overall visual design strategy. It remained in service, unchanged, until 1992 and is still one of Canada's best-known trademarks.

Das kanadische Staatsfernsehen suchte Anfang der 1970er-Jahre nach einer neuen visuellen Identität. Burton Kramers Konzept des Buchstabens „C" im Zentrum, um den herum sich Sendewellen ausbreiten, setzte sich im internationalen Wettbewerb durch. Eingebettet in ein umfangreiches visuelles Gesamtkonzept wurde es 1974 erstmals verwendet. Das Logo war unverändert bis 1992 im Einsatz und gehört zu den bekanntesten Markenzeichen Kanadas.

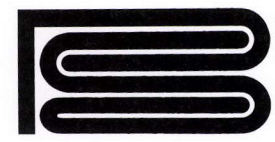
Au début des années 1970, la télévision nationale canadienne cherchait une nouvelle identité visuelle. Le concept de Burton Kramer – la lettre « C » centrale autour de laquelle se répandent les ondes radiodiffusées – s'imposa dans le cadre d'un concours international. Inséré dans un vaste concept général, le logo fut utilisé pour la première fois en 1974. Il resta inchangé jusqu'en 1992 et fait partie des sigles les plus connus du Canada.



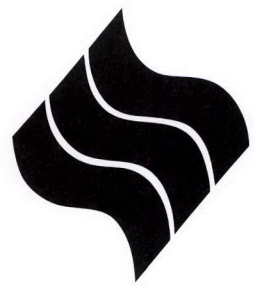
**Canada Systems Group**
Computers
1972 · Burton Kramer · CA



**York Construction**
Construction company
1972 · Burton Kramer · CA

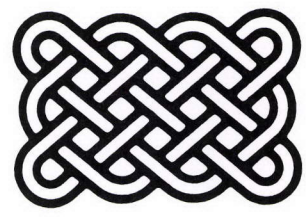


**Pinestone Inn and Country Club**
Resort and golf club
1972 · Burton Kramer · CA

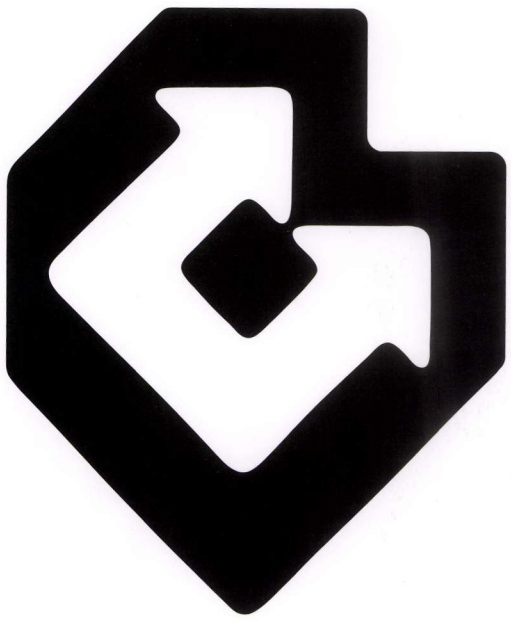


**Surfacing**
Annual exhibition
1972 · Burton Kramer · CA

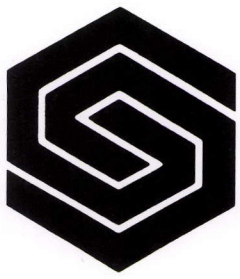
**Aerographics**
Printing
1975 · Burton Kramer · CA



**Ontario Craft Council**
Craft promotion and education
1975 · Burton Kramer, Tim Nielsen · CA



**Bell Canada**
Telecommunications
1978 · Burton Kramer · CA



**Storwal**
Office equipment
1977 · Burton Kramer · CA

**Holidays by Wardair**
Package holiday airline
1978 · Burton Kramer · CA

**Bedford Consulting Group**
Management consultancy
1978 · Burton Kramer · CA



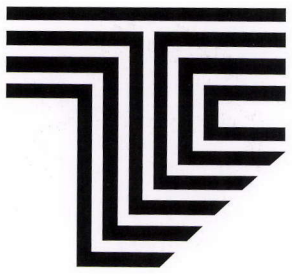
**Hornepayne Hallmark Town Centre**
Shopping center
1978 · Burton Kramer · CA



**Trade Typesetting**
1978 · Burton Kramer, Joe Gault · CA

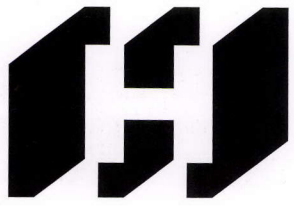


**Ontario Association of Architects**
1979 · Burton Kramer · CA



**Tillsonburg Town Centre**
Shopping center
1980 · Burton Kramer · CA

**Copps Coliseum**
Sports arena
1980 · Burton Kramer · CA



**Herongate**
Shopping center
1981 · Burton Kramer · CA

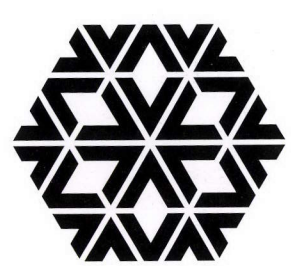
**International Sculpture Symposium**
1982 · Burton Kramer · CA

**Teknion**
Office furniture
1984 · Burton Kramer · CA

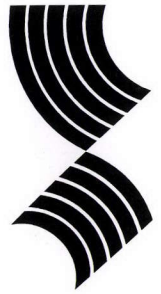
**Energy Conference**
1986 · Burton Kramer · CA

**Glassworks**
Art glass
1980 · Burton Kramer · CA

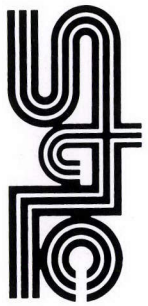
**Onex**
Packaging
1980 · Burton Kramer · CA



**Science North**
Museum
1985 · Burton Kramer · CA

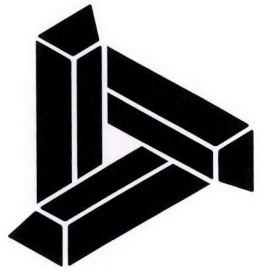


**North American**
Life insurance
1987 · Burton Kramer · CA

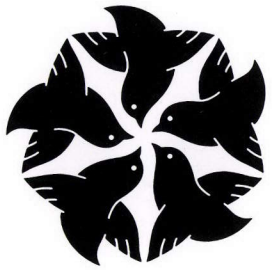


**St. Lawrence Centre for the Arts**
Theater
1987 · Burton Kramer · CA

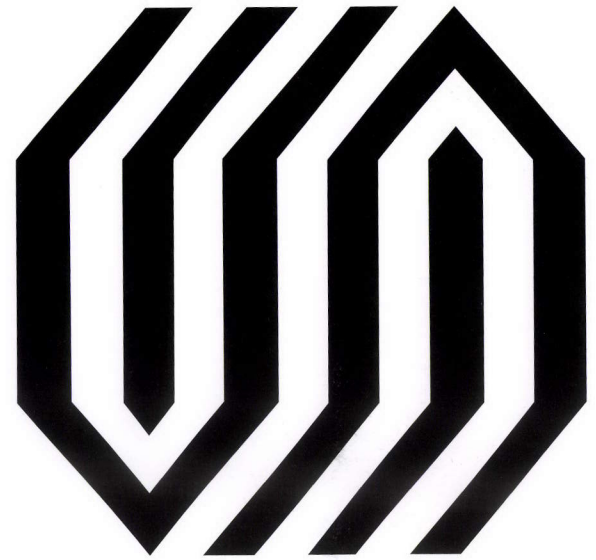
**Zoomlt**
Computer software
1988 · Burton Kramer · CA



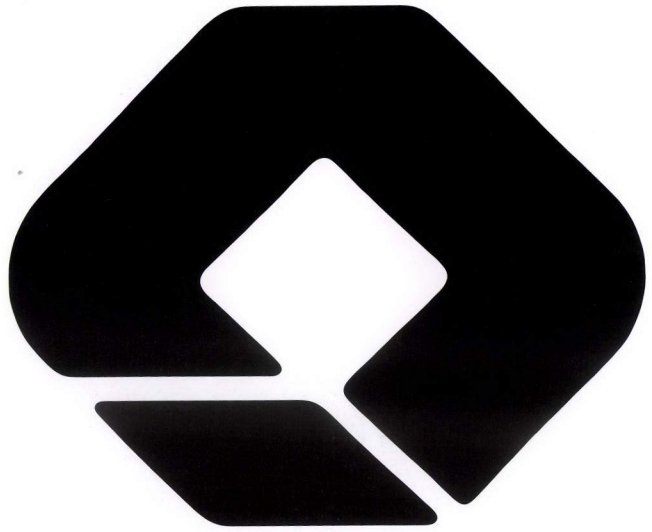
**Amblin Resources**
Gold mining
1988 · Burton Kramer · CA



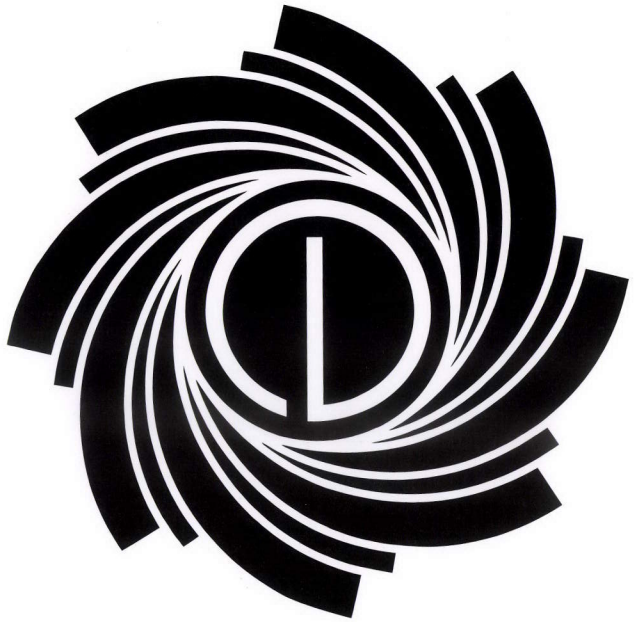
**Silver Nightingale Lounge**
Bar
1991 · Burton Kramer · CA



**Storwal International**
Office filing cabinets
1982 · Burton Kramer · CA



**Centre Inn**
Hotel
1984 · Burton Kramer · CA



**Energy Corporation**
1990 · Burton Kramer · CA

An effective logo must appear to "fit". It must project the corporate attitude, style and aspirations. The logo for a bank would be inappropriate if it appeared to represent a travel agency; the logo for a hotel chain should convey both comfort and efficiency, that of an airline speed and security.
Burton Kramer

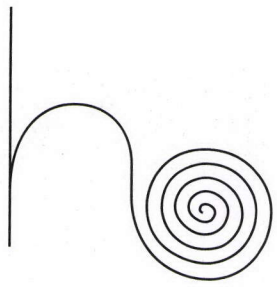
Ein überzeugendes Logo muss einfach „passen", es muss die Einstellung, den Stil und die Zielsetzungen einer Firma widerspiegeln. Das Logo einer Bank wäre nicht das richtige für eine Reiseagentur, das Logo einer Hotelkette sollte Komfort und gleichzeitig Effizienz vermitteln, das einer Fluggesellschaft Geschwindigkeit und Sicherheit.
Burton Kramer

Un logo efficace doit avoir l'air d'être « fait pour » : il doit projeter l'attitude de l'entreprise, son style et ses aspirations. Le logo conçu pour une banque serait inapproprié s'il devait représenter une agence de voyages, le logo d'une chaîne d'hôtels doit communiquer à la fois confort et efficacité, celui d'une compagnie aérienne vitesse et sécurité.
Burton Kramer

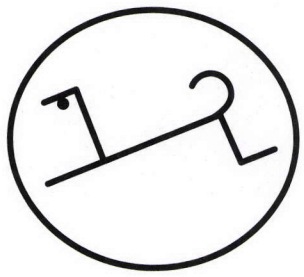
# Paul Rand

1914–1996 · US

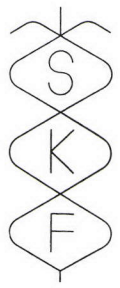
Paul Rand was born in Brooklyn in 1914. From 1929 to 1934 he studied in New York, first at the Pratt Institute, then at the Parsons School of Design, and finally at the Art Students League of New York. He then began his career as an illustrator and art director for magazines, including *Esquire*. Rand first achieved recognition on the design scene between 1938 and 1945 with his extraordinary cover designs for *Direction* magazine. At the same time, he took up his first teaching posts, while also designing book jackets and creating images for advertising campaigns. In 1954 he was named one of New York's ten best art directors. He began designing for IBM in 1956, completely revamping the company's corporate identity, and continued to fine-tune its logos until the early 1990s. Also in 1956 he became professor of graphic design at Yale University, a post he held, apart from some minor interruptions, until 1993. As an educator Rand influenced entire generations of American designers. In the early 1960s he created some of the USA's best-known trademarks, including logos for Westinghouse, ABC and UPS. He published a number of books, some of which are still regarded as standard works, and by participating in countless exhibitions he gradually became one of the 20th century's most important design pioneers. In collaboration with his first wife, Ann, he wrote and illustrated several successful books for children which, like all his other work, were examples of his playful, Modernist style. Developing complex designs and creating eye-catching logos were still his favorite occupations until well into old age. Paul Rand died in 1996 at the age of 82 in Norwalk, Connecticut.



**Helbros Watch Company**
Watchmaker
1943 · Paul Rand · US



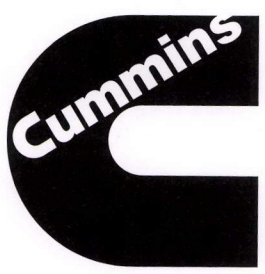
**Borzoi Books**
Publishing
1945 · Paul Rand · US



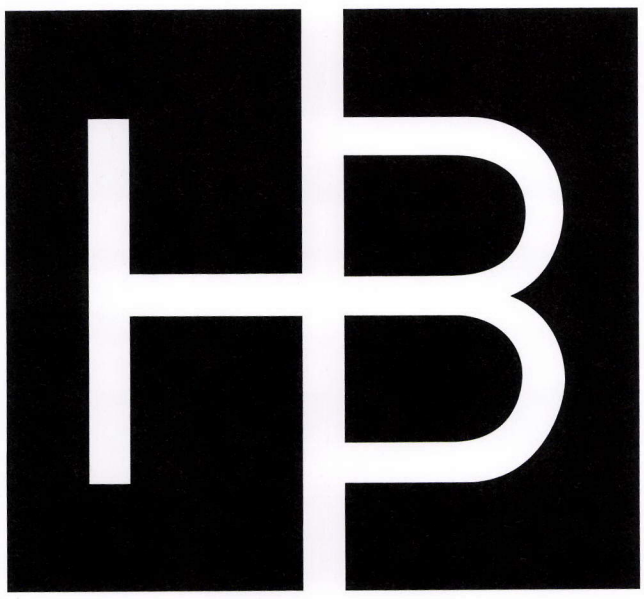

**Smith, Kline and French**
Pharmaceuticals
1945 · Paul Rand · US

**Consolidated Cigar Corporation**
1959 · Paul Rand · US

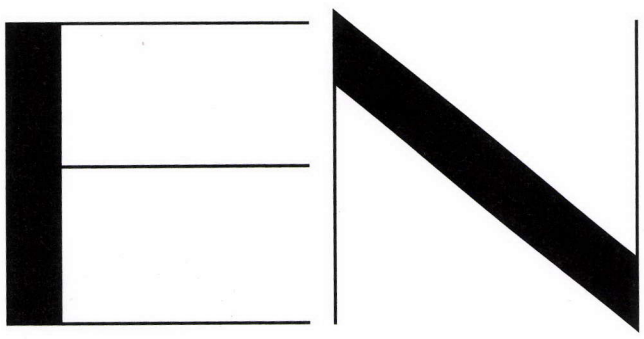
**Colorforms**
Toys
1959 · Paul Rand · US




**Cummins**
Engines
1962 · Paul Rand · US



**Harcourt Brace and Company**
Publishing
1957 · Paul Rand · US

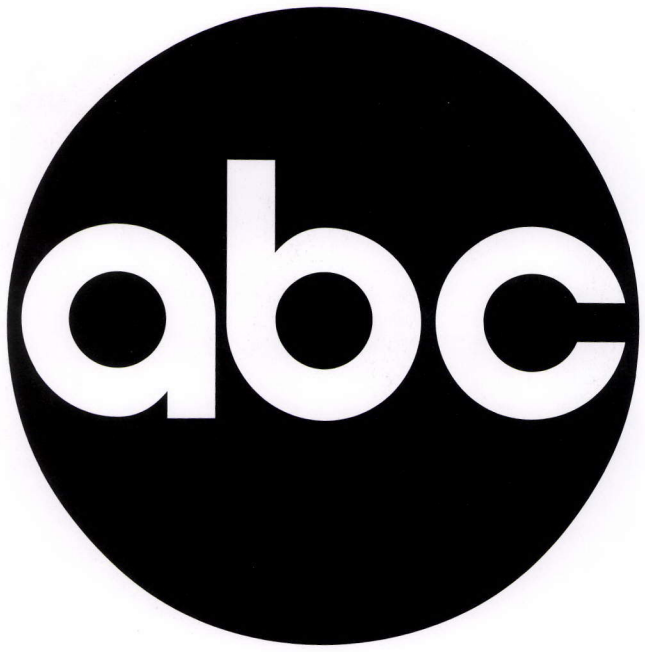


**Eliot Noyes & Associates**
Architecture and industrial design
1959 · Paul Rand · US

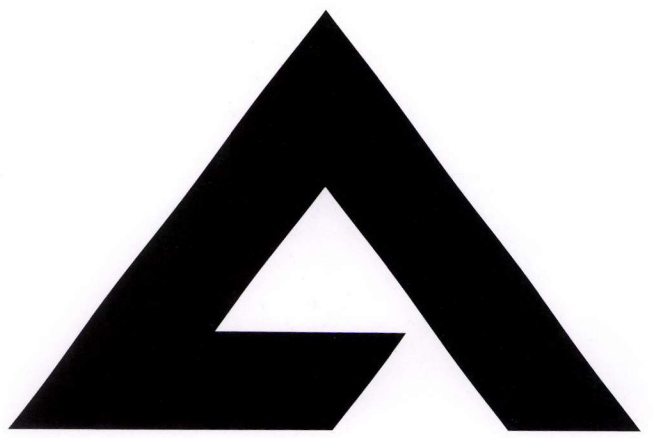
**United Parcel Service of America**
Courier service
1961 · Paul Rand · US

Paul Rand wurde 1914 im New Yorker Stadtteil Brooklyn geboren. Er studierte zwischen 1929 und 1934 am Pratt Institute, an der Parsons School of Design sowie bei der Art Students League in New York. Im Anschluss begann seine Laufbahn als angestellter Illustrator und Art Director, u. a. für das *Esquire* Magazine. Mit außergewöhnlichen Cover-Entwürfen für das *Direction* Magazine erhielt Rand zwischen 1938 und 1945 erste Aufmerksamkeit in der Designszene. Zur gleichen Zeit trat er erste Lehraufträge an, realisierte Buchumschläge und Werbekampagnen. Im Jahr 1954 wurde er zu einem der zehn besten New Yorker Art Directors gewählt. Seine Arbeit für das Unternehmen IBM begann 1956, dessen visuelle Identität er grundlegend überarbeitete und bis in die frühen 1990er-Jahre bestimmte. Im gleichen Jahr trat er eine Professur an der Yale University an, die er mit kurzer Unterbrechung bis 1993 innehatte. In dieser Funktion prägte Rand ganze Generationen amerikanischer Designer. Anfang der 1960er-Jahre entwarf er einige der bis heute bekanntesten amerikanischen Markenzeichen – darunter die Logos für Westinghouse, ABC und UPS. Durch mehrere Buchveröffentlichungen, von denen viele bis heute als Standardwerke gelten, sowie durch zahlreiche Ausstellungen wurde er über die Jahre zu einer der wegweisenden Gestalterpersönlichkeiten des 20. Jahrhunderts. Gemeinsam mit seiner ersten Frau Ann schrieb und illustrierte Paul Rand mehrere erfolgreiche Kinderbücher, die wie fast alle seine Arbeiten von einem spielerisch-modernistischen Stil geprägt sind. Bis ins hohe Alter blieb die Entwicklung komplexer Designsysteme und der Entwurf prägnanter Zeichen seine bevorzugte Aufgabe. Paul Rand starb 1996 im Alter von 82 Jahren in Norwalk, Connecticut.

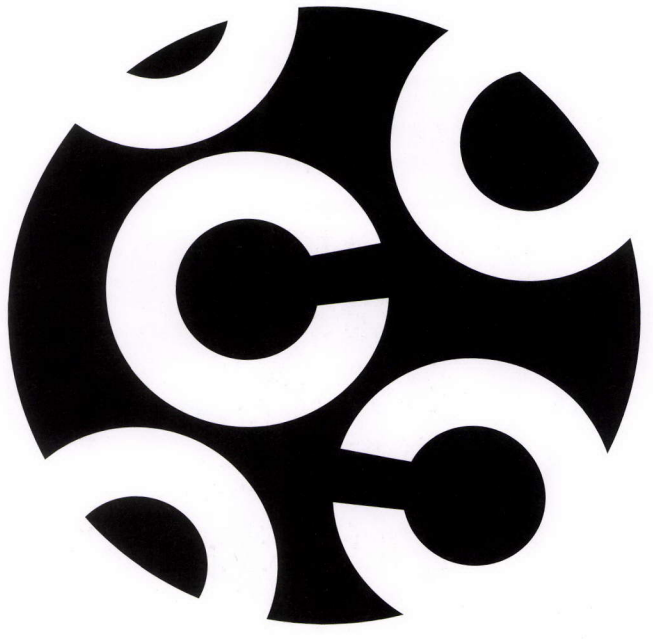
Paul Rand naît en 1914 dans le quartier de Brooklyn, à New York. De 1929 à 1934, il étudie au Pratt Institute, à la Parsons School of Design et à l'Art Students League à New York. Après ses études, il se lance dans une carrière d'illustrateur et directeur artistique, notamment pour le magazine *Esquire*. Entre 1938 et 1945, il se fait remarquer par les pages de couverture inhabituelles qu'il crée pour le magazine *Direction*. À la même époque, il accepte ses premiers postes d'enseignement, réalise des couvertures de livres et des campagnes publicitaires. En 1954, il est élu parmi les dix meilleurs directeurs artistiques de New York. C'est en 1956 que Rand commence son travail pour IBM : il redéfinit entièrement l'identité visuelle de l'entreprise et continuera de le faire jusqu'au début des années 1990. Toujours en 1956, il accepte à l'Université Yale une chaire qu'il occupera jusqu'en 1993 avec une courte interruption. C'est à ce poste qu'il marquera des générations entières de designers américains. Au début des années 1960, il conçoit quelques-uns des logos américains les plus célèbres jusqu'à ce jour – notamment ceux de Westinghouse, ABC et UPS. Grâce à plusieurs ouvrages, dont beaucoup font aujourd'hui encore référence, mais aussi a de nombreuses expositions, Rand est devenu au fil des années une des personnalités du monde du design les plus influentes du XX$^{e}$ siècle. En collaboration avec sa première femme Ann, Paul Rand a aussi écrit et illustré plusieurs livres pour enfants couronnés de succès ; comme presque tous ses travaux, ils sont marqués par un style ludique et moderniste. Le développement de systèmes graphiques complexes et la conception de signes marquants sont restés son cœur de métier. Paul Rand s'est éteint en 1996 à Norwalk, Connecticut, à l'âge de 82 ans.



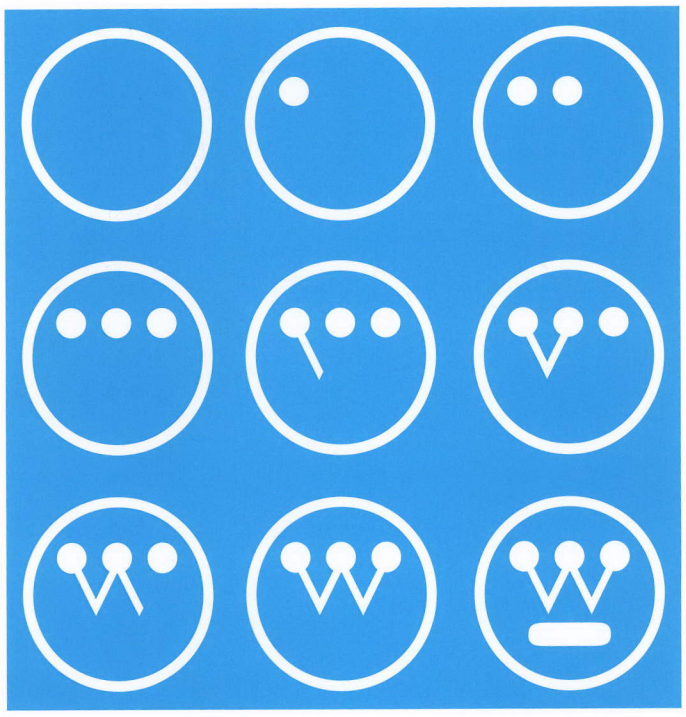

**American Broadcasting Company**
Television network
1962 · Paul Rand · US



**Atlas Corporation**
Crankshaft drives
1964 · Paul Rand · US



**Columbus Indiana Visitors Center**
Tourist information
1973 · Paul Rand · US



# Westinghouse

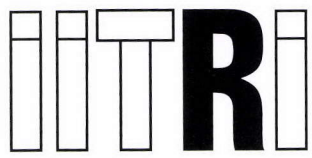
abcdefghijklmnopqrstu
vwxyz st ABCDEFGHJKL
MNOPQRSTUVWXYZ&( )
1234567890$¢!?.,:;-“”’—
abcdefghijklmnopqrstu
vwxyz st ABCDEFGHIJKL
MNOPQRSTUVWXYZ&( )
1234567890$¢!?.,:;-“”’—

**Westinghouse Electric**
Energy supplier
1960 · Paul Rand · US

In 1960, Rand designed a new logo for the Westinghouse Electric Company, founded in 1886. He played with the initial "W" to create a design suggesting the interlinked points of a circuit board. The logo could be adapted for different applications and Rand demonstrated how it could even be used in animations. A year later, he developed a unique corporate typeface for Westinghouse which, like the logo, is still in use.

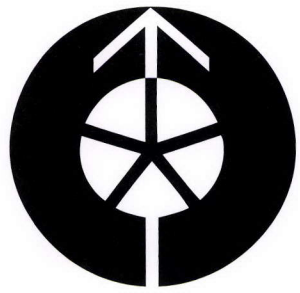
Für den bereits 1886 gegründeten Elektronikkonzern Westinghouse entwickelte Rand 1960 ein neues Logo, das den Anfangsbuchstaben „W" zu einem abstrahierten Schaltkreis macht. Das Zeichen war in verschiedenen Anwendungsformen einsetzbar, Rand zeigte sogar Möglichkeiten zum Gebrauch in einer Animation auf. Ein Jahr später entwickelte er die Hausschrift des Unternehmens, die, wie auch das Logo, bis heute verwendet wird.

En 1960, Rand conçut pour le groupe d'électrotechnique Westinghouse – dont la fondation remonte à 1886 – un nouveau logo qui présentait l'initiale «W» comme un circuit électrique abstrait. Ce sigle pouvait être utilisé sous différentes formes : Rand montra même des possibilités de l'utiliser dans une animation. Un an plus tard, le designer développait la police de caractères de l'entreprise, qui l'utilise encore aujourd'hui.

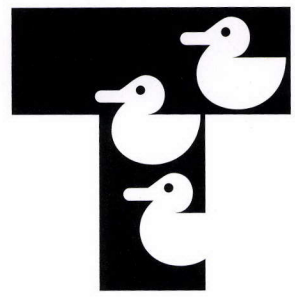


**IIT Research Institute**
Scientific research
1964 · Paul Rand · US

**Ford Motor Company**
Automobiles (proposed design)
1966 · Paul Rand · US

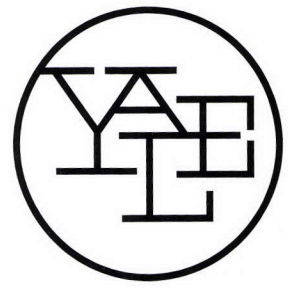


**US Bureau of Indian Affairs**
Office for American Indian welfare
1968 · Paul Rand · US

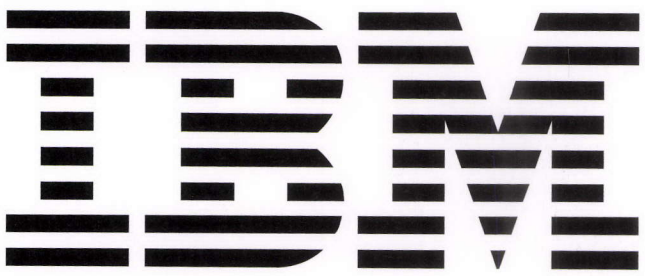


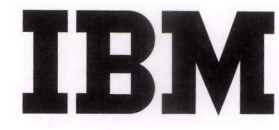
**Tipton Lakes**
Community association
1980 · Paul Rand · US

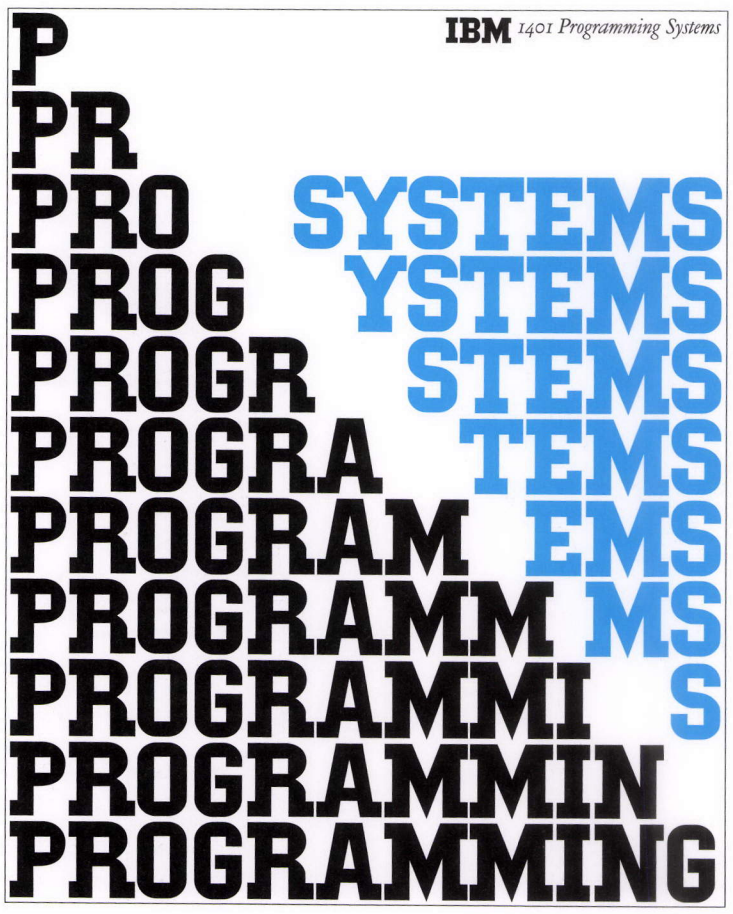
**American Institute of Graphic Arts**
(proposed design)
1982 · Paul Rand · US



**Yale University**
1985 · Paul Rand · US





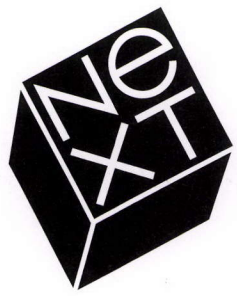

**International Business Machines**
Technology and computing solutions
1956/1967 · Paul Rand · US

In 1956, Paul Rand was asked if he could develop a corporate identity for the business-machine developer IBM. Although he had never before been offered such a mammoth assignment, he said he could. He began by designing a new logo and an entire alphabet in a new, custom-made typeface. A whole series of other applications, such as packaging, would follow later. He also laid down a set of rules for how the corporation should be represented internationally. The logo in use today was designed by Rand in 1967.

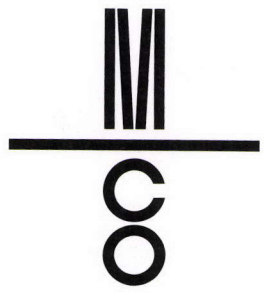
Paul Rand wurde 1956 gefragt, ob er für den Büromaschinenhersteller IBM ein Designsystem entwickeln könne. Obwohl er einen Auftrag dieser Größe noch nicht bearbeitet hatte, sagte er zu und entwickelte zunächst ein neues Logo samt vollständigem Alphabet. Später folgten zahlreiche weitere Anwendungsmöglichkeiten, etwa für Verpackungen, sowie Regeln für das internationale Auftreten des Unternehmens. Das Logo in seiner heute verwendeten Form gestaltete Rand 1967.

En 1956, on demanda à Paul Rand s'il pouvait développer un système graphique pour le fabricant de machines de bureau IBM. Bien qu'il n'eût encore jamais traité de commande de cette envergure, il accepta et créa d'abord un nouveau logo et un alphabet complet. Plus tard suivirent de nombreuses autres possibilités d'utilisation, notamment pour des emballages, ainsi que des règles pour l'identité visuelle internationale de l'entreprise. Dans sa forme actuelle, le logo d'IBM a été développé par Rand en 1967.

**Connecticut Art Directors Club**
Design organization
1986 · Paul Rand · US

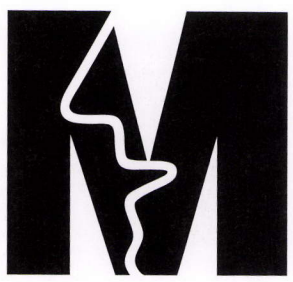



**Next**
Computers
1986 · Paul Rand · US

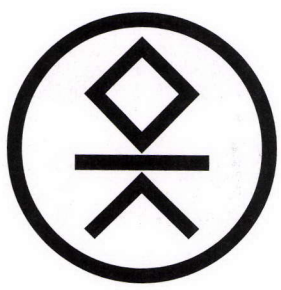



**Mossberg & Company**
Printing
1987 · Paul Rand · US

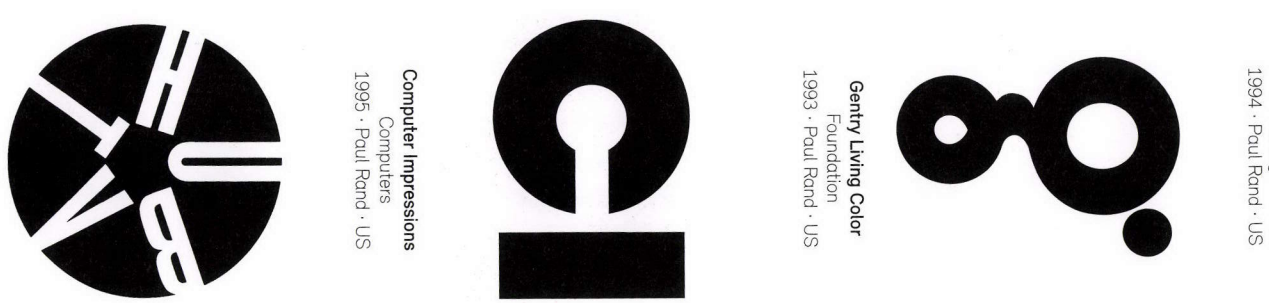
**The Limited**
Clothing stores
1988 · Paul Rand · US



**Monell Chemical Senses Center**
Sensory research institute
1989 · Paul Rand · US

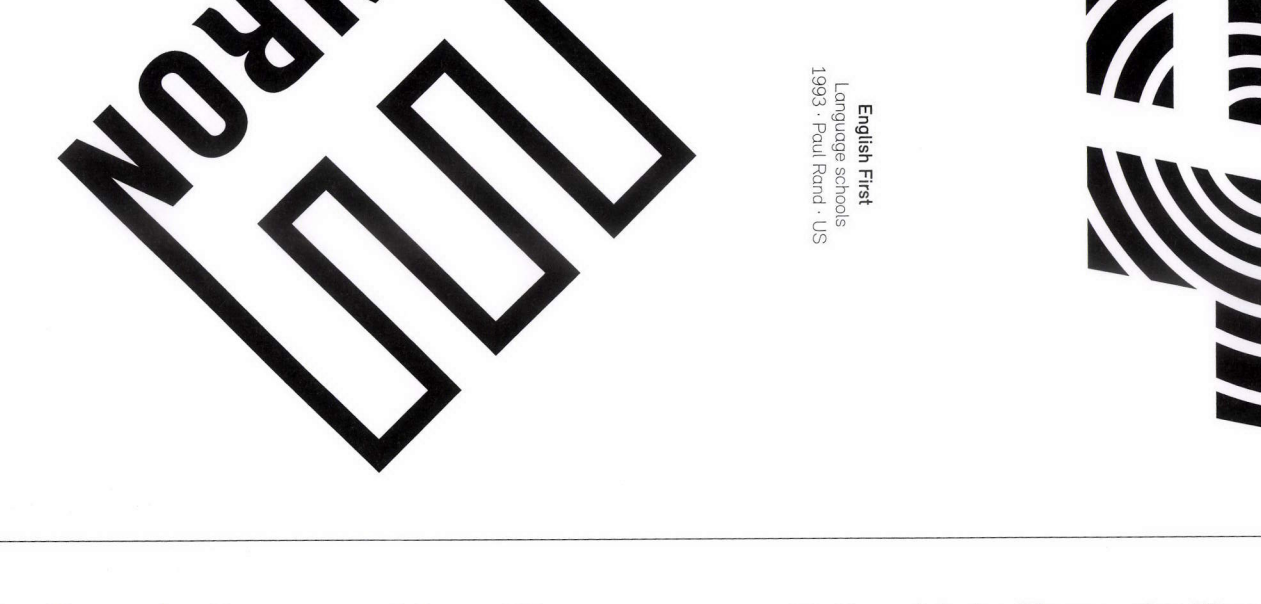


**Okasan Securites Inc.**
Finance
1991 · Paul Rand · US



**IDEO**
Design consultancy
1991 · Paul Rand · US

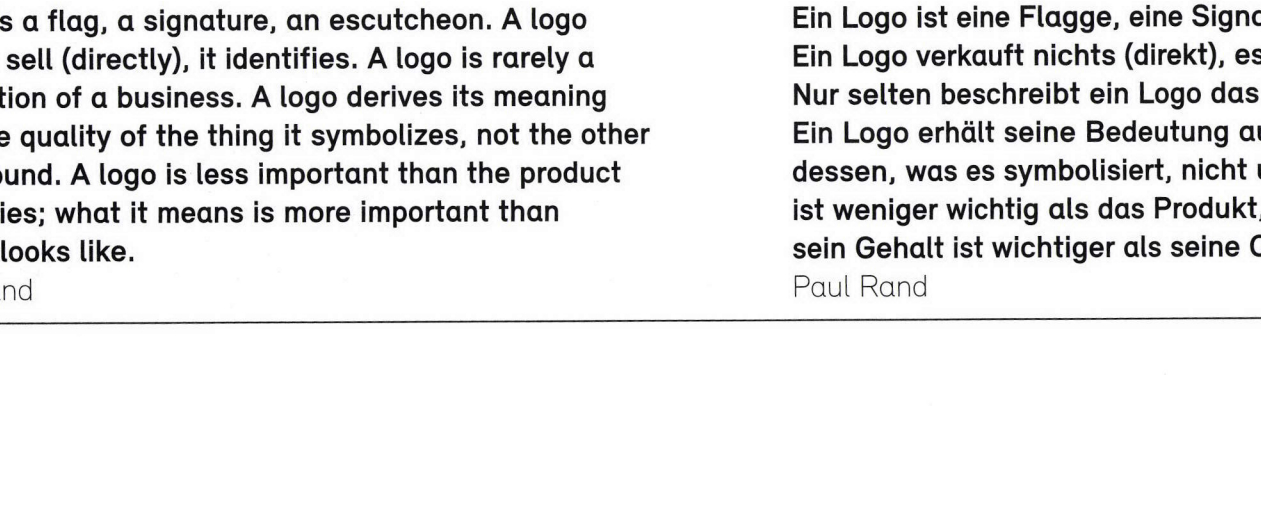
**Morningstar**
Investment research
1991 · Paul Rand · US



**Pastore DePamphilis Rampone**
Computer graphics
1987 · Paul Rand · US



**Creative Media Center**
Design
1994 · Paul Rand · US



**Gentry Living Color**
Foundation
1993 · Paul Rand · US



**English First**
Language schools
1993 · Paul Rand · US



**Computer Impressions**
Computers
1995 · Paul Rand · US



**Hub TV**
Broadcasting
1995 · Paul Rand · US



**Enron**
Energy supplier
1996 · Paul Rand · US

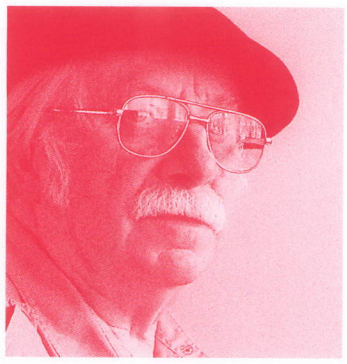
**A logo is a flag, a signature, an escutcheon. A logo doesn't sell (directly), it identifies. A logo is rarely a description of a business. A logo derives its meaning from the quality of the thing it symbolizes, not the other way around. A logo is less important than the product it signifies; what it means is more important than what it looks like.**
Paul Rand

**Ein Logo ist eine Flagge, eine Signatur, ein Wappen. Ein Logo verkauft nichts (direkt), es identifiziert. Nur selten beschreibt ein Logo das Unternehmen. Ein Logo erhält seine Bedeutung aus der Qualität dessen, was es symbolisiert, nicht umgekehrt. Ein Logo ist weniger wichtig als das Produkt, für das es steht; sein Gehalt ist wichtiger als seine Optik.**
Paul Rand

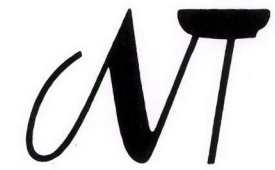
**Le logo est un drapeau, une signature, un blason. Le logo ne fait rien vendre (directement), il identifie. Le logo est rarement la description d'une activité. Le logo tire sa signification de la qualité de ce qu'il symbolise, et non l'inverse. Le logo est moins important que le produit qu'il désigne ; ce qu'il signifie est plus important que son aspect.**
Paul Rand

# Karol Śliwka

*1932 · PL

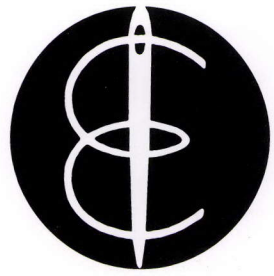


Karol Śliwka was born in 1932 in the village of Harbutowice in Silesia. In 1946, when he was only 14, he began studying painting, sculpture and graphics at night school in the city of Bielsko-Biała. Moving on to the state-run school of art in the early 1950s, he gained a diploma in sculpture and stonemasonry. After completing his studies at the Academy of Fine Arts in Warsaw in 1959, Śliwka decided to make a career in graphic design and opened his own studio in Warsaw. Before long he had successfully completed a large number of assignments. At the same time he competed for and was awarded contracts to create new trademarks. He went on to design postage stamps, posters, packaging and prospectuses for a wide variety of clients in commerce, industry and the cultural sector, and to win awards in national and international competitions. The logo he originally intended for a 1969 poster advertising the Polish bank PKO is still one of the country's best-known trademarks. Śliwka's poster designs won the international competition to design the graphics for the 1980 Moscow Olympics and, four years later, his was also the winning entry in the poster competition for the Olympic Games in Los Angeles. Over the years, he has concentrated more and more on logos. Karol Śliwka lives in Warsaw.

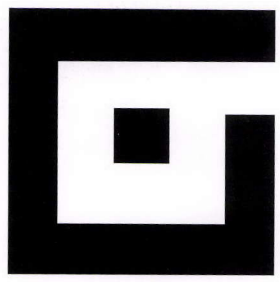


**Wydawnictwa Naukowo-Techniczne**
Publishing
1962 · Karol Śliwka · PL

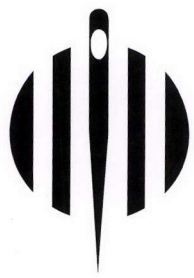
**Bezpieczeństwo Ruchu**
Traffic safety
1963 · Karol Śliwka · PL



**Elegancja**
Fashion
1964 · Karol Śliwka · PL

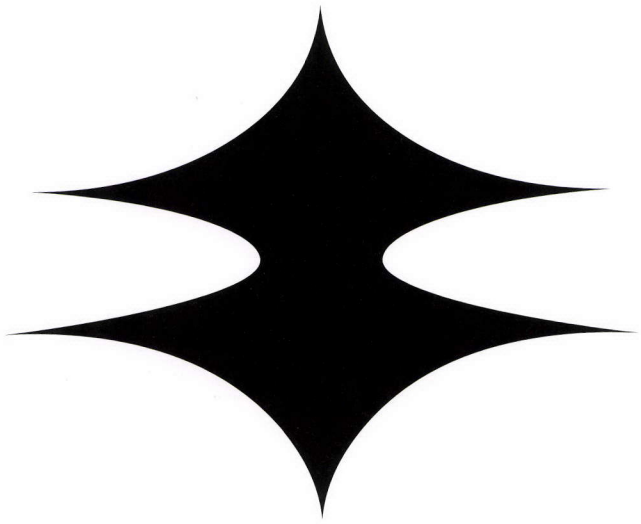


**MDM**
Shopping center
1964 · Karol Śliwka · PL

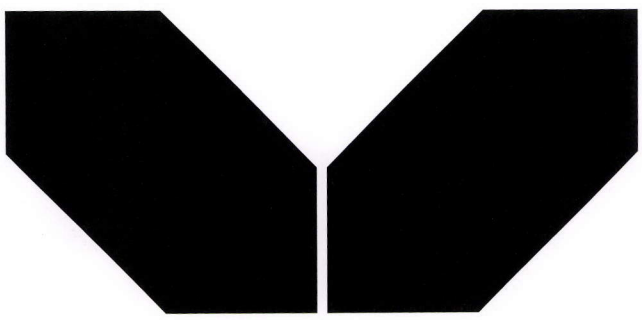


**Spółdzielnia Pracy Usług Odzieżowo**
Clothing cooperative
1964 · Karol Śliwka · PL

**Zakłady Artystyczne Z.P.A.P.**
Artists association
1964 · Karol Śliwka · PL



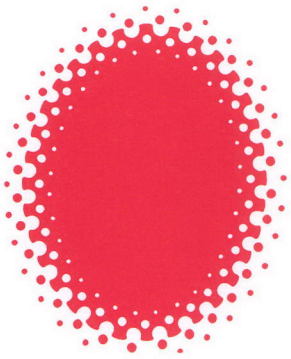
**Exhibition of Polish Trademarks**
1968 · Karol Śliwka · PL



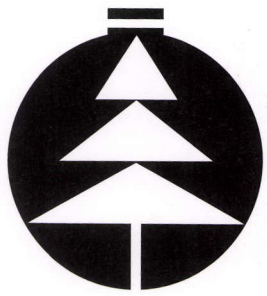
**Ciech**
Chemicals
1971 · Karol Śliwka · PL

**Mysiadlo**
State farm
1971 · Karol Śliwka · PL

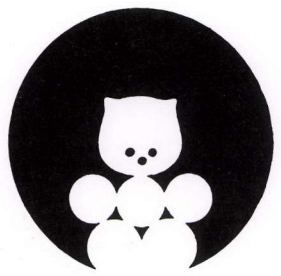
Karol Śliwka wurde 1932 in dem schlesischen Dorf Harbutowice geboren. Im Alter von nur 14 Jahren begann er 1946 eine Ausbildung an der Abendschule für Malerei, Bildhauerei und Graphik in Bielsko-Biała. Anfang der 1950er-Jahre wechselte er zur nationalen Kunstschule und erwarb sich dort ein Diplom als Skulpteur und Steinmetz. Schließlich beendete er 1959 sein Studium an der Akademie der Bildenden Künste in Warschau. Śliwka entschloss sich auf dem Feld der angewandten Grafik aktiv zu werden und eröffnete ein eigenes Atelier in Warschau. Bereits nach kurzer Zeit stellte sich der Erfolg ein und zahlreiche Aufträge wurden realisiert. Zudem setzte er sich bei mehreren Wettbewerben durch und gewann zahlreiche Ausschreibungen für neue Markenzeichen. In den folgenden Jahren gestaltete er Briefmarken, Plakate, Verpackungen und Prospekte für unterschiedlichste Auftraggeber aus Wirtschaft, Kultur und Industrie. Auszeichnungen in nationalen und internationalen Wettbewerben folgten. Das eigentlich nur für einen Plakatentwurf angelegte Logo der polnischem Bank PKO entstand 1969 und ist noch heute eines der bekanntesten Signets des Landes. Seine Plakatentwürfe von 1980 setzten sich im internationalen Wettbewerb um Motive für die Olympischen Spiele in Moskau durch, vier Jahre später konnte er diesen Erfolg bei dem Plakatwettbewerb der Spiele von Los Angeles wiederholen. Der Entwurf von Logos blieb über die Jahre Schwerpunkt seines grafischen Schaffens. Karol Śliwka lebt in Warschau.



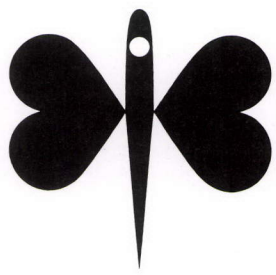
Karol Śliwka est né en 1932 à Harbutowice, un village de Silésie. En 1946, tout juste âgé de quatorze ans, il commence une formation de peintre, sculpteur et graphiste à Bielsko-Biała dans le cadre de cours du soir. Au début des années 1950, il entre à l'École nationale d'Art, d'où il sort avec un diplôme de sculpteur et tailleur de pierre. En 1959, il complète finalement ses études à l'École des Beaux-Arts de Varsovie. Śliwka décide ensuite de travailler dans le domaine du graphisme appliqué et ouvre son propre studio à Varsovie. Il connaît rapidement le succès et reçoit de nombreuses commandes, mais s'impose aussi dans plusieurs concours et gagne de nombreux appels d'offres pour la création de nouveaux logos. Au cours des années suivantes, il réalise des timbres, affiches, emballages et brochures pour différents commanditaires issus de l'économie, de la culture et de l'industrie. Suivent alors des distinctions dans des concours nationaux et internationaux. Le logo de la banque polonaise PKO, initialement conçu pour un projet d'affiche, a vu le jour en 1969 et est aujourd'hui encore un des sigles les plus connus du pays. En 1980, les projets d'affiches de Śliwka se sont imposés dans le cadre du concours international lancé autour de motifs pour les jeux Olympiques de Moscou, succès que le designer réitérera quatre ans plus tard à l'occasion du concours d'affiches des jeux Olympiques de Los Angeles. Pendant toutes ces années, la création de logos n'en est pas moins restée le noyau de son travail graphique. Karol Śliwka vit à Varsovie.



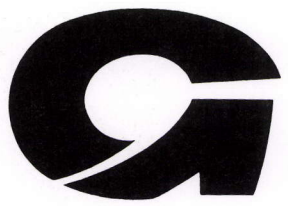
**Galux**
Glassware
1965 · Karol Śliwka · PL



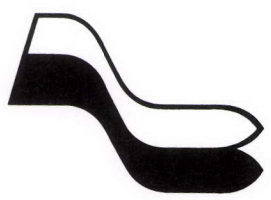
**Z.O.P.Z.**
Toys
1966 · Karol Śliwka · PL



**Odzież Tarnogórska**
Clothing
1965 · Karol Śliwka · PL



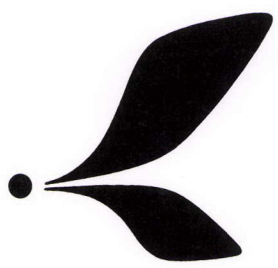
**Chelmec**
Footwear
1967 · Karol Śliwka · PL



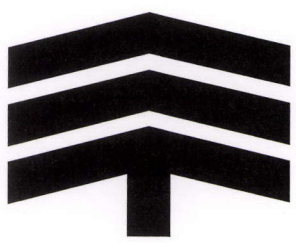
**Polish Ski Team**
Sports team
1965 · Karol Śliwka · PL

**Petrolimpex**
Fuel oil
1967 · Karol Śliwka · PL

**S.P. Powisle**
Interior design
1965 · Karol Śliwka · PL

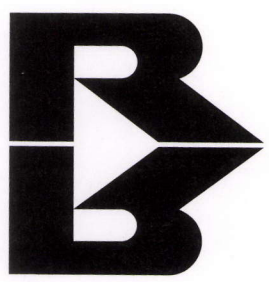


**Radoskór**
Footwear
1967 · Karol Śliwka · PL



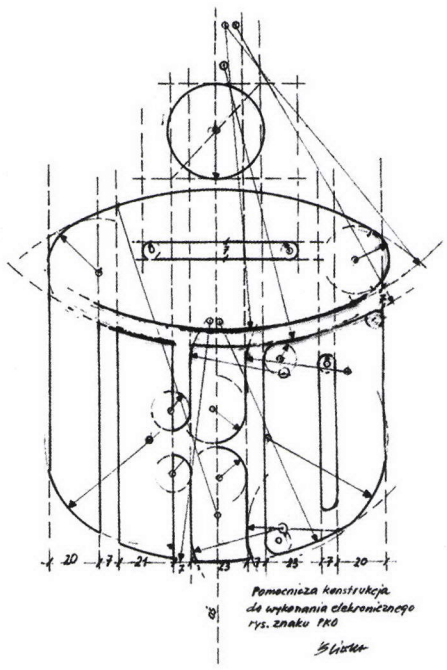
**P.S.P.U.W.**
Carpentry
1966 · Karol Śliwka · PL

**Uroda**
Cosmetics
1967 · Karol Śliwka · PL



**Reflex**
Craft association
1966 · Karol Śliwka · PL

**Zakład Obuwniczy Kobra**
Footwear
1967 · Karol Śliwka · PL

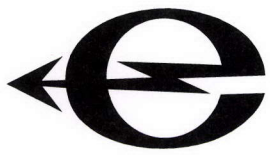


**PKO**
Bank
1969 · Karol Śliwka · PL

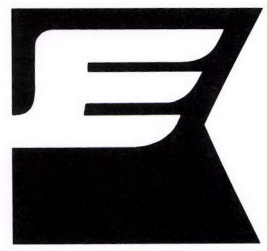
Every year Poland's PKO bank commissioned a different graphic designer to create a new poster to celebrate World Savings Day in October. Karol Śliwka designed this distinctive poster in 1969 in which he played with the bank's initials to produce a money box into which a coin is being dropped. Awarded the gold medal at the Polish Poster Biennale, the image so delighted PKO management that the bank has used it to this day.

Zum Weltspartag im Oktober gab die polnische Bank PKO jedes Jahr ein neues Werbeplakat bei jeweils einem anderen Grafiker in Auftrag. Karol Śliwka entwarf dieses markante Plakat 1969, bei dem das Buchstabenkürzel der Bank zu einer Spardose wird, in die eine Münze fällt. Die Arbeit erhielt die Goldmedaille der polnischen Plakatbiennale und gefiel auch den Verantwortlichen der Bank so gut, dass daraus das bis heute verwendete Logo des Unternehmens wurde.

Chaque année en octobre, à l'occasion de la Journée mondiale de l'épargne, la banque polonaise PKO commandait une nouvelle affiche publicitaire à un autre graphiste. En 1969, Karol Śliwka dessina cette affiche mémorable qui transformait le sigle de la banque en tirelire. Ce travail reçut la médaille d'or de la Biennale Polonaise de l'Affiche et plut tellement à la direction qu'elle devint le logo de la banque, qui l'a conservé jusqu'à aujourd'hui.

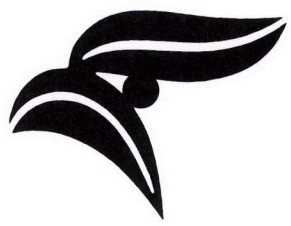


**Elektrosprzet**
Electronics
1968 · Karol Śliwka · PL



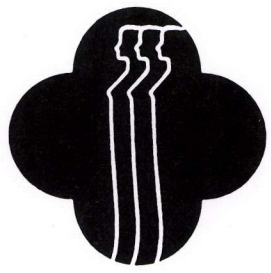
**P.I.H.Z. Warsaw**
Foreign trade
1968 · Karol Śliwka · PL

**Towarzystwo Przyjaciól Warszawy**
Friends of Warsaw association
1968 · Karol Śliwka · PL

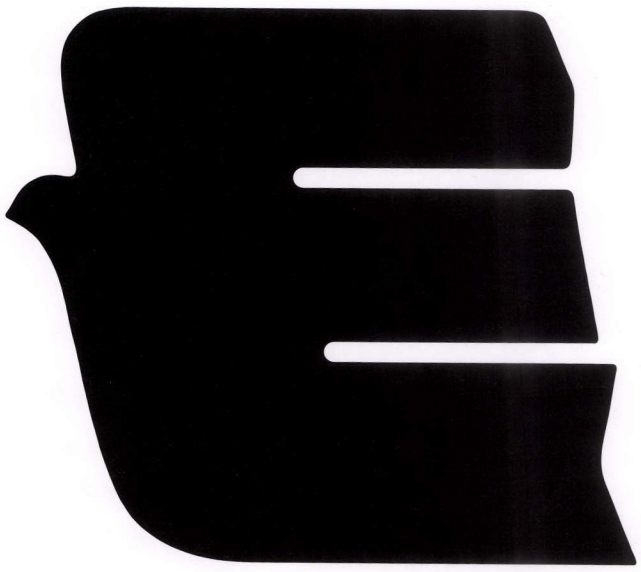


**Wojskowy Hotel Garnizonowy**
1968 · Karol Śliwka · PL

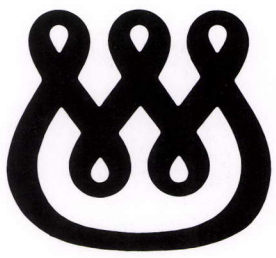
**Cosmetics**
1969 · Karol Śliwka · PL



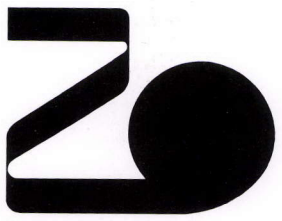
**Liga Kobiet**
Women's league
1969 · Karol Śliwka · PL



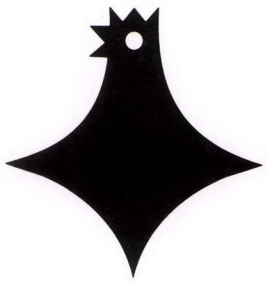
**Europejskie Zgromadzenie Studentów**
Students association
1974 · Karol Śliwka · PL



**Walim Fabryka**
Textiles
1969 · Karol Śliwka · PL

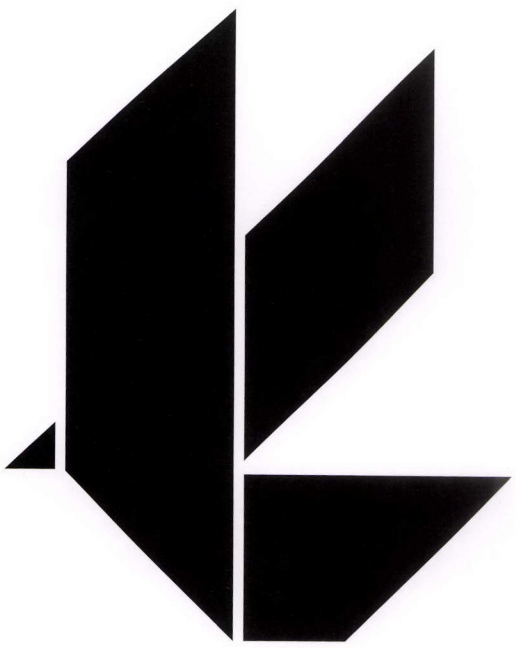


**Zakład Elektronicznej Techniki Obliczeniowej**
Computing technology
1972 · Karol Śliwka · PL



**Z.O.P.P.**
Souvenir industry trade union
1970 · Karol Śliwka · PL

**Warszawskie Przedsiębiorstwo Geodezyjne**
Surveyors
1972 · Karol Śliwka · PL

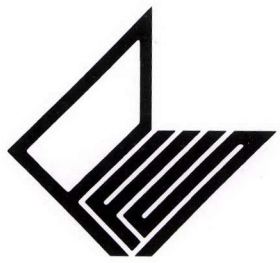


**Ministerstwo Komunikacji Polskie**
Ministry of communications
1974 · Karol Śliwka · PL

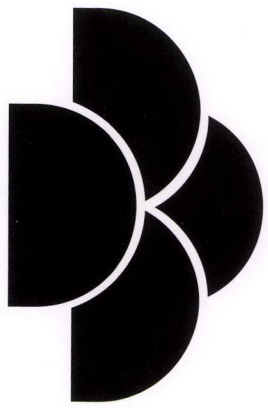
**Technical Institute, Bialystok**
Technology research
1970s · Karol Śliwka · PL

**Pollena**
Cosmetics
1973 · Karol Śliwka · PL

**Council for Mutual Economic Assistance**
Economic organization
1970s · Karol Śliwka · PL



**Polska Federacja Sportu**
Polish sports federation
1973 · Karol Śliwka · PL



**Dika**
Import-export
1989 · Karol Śliwka · PL

**Alina Śliwka**
Personal logo
1971 · Karol Śliwka · PL

**Stoleczna Federacja Sportu**
Regional sports federation
1974 · Karol Śliwka · PL

**Zorza**
Photographic services
1971 · Karol Śliwka · PL

**Zjednoczenie**
Printing
1974 · Karol Śliwka · PL

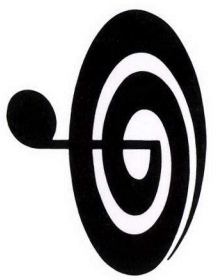
**Aika**
Leather
1975 · Karol Śliwka · PL



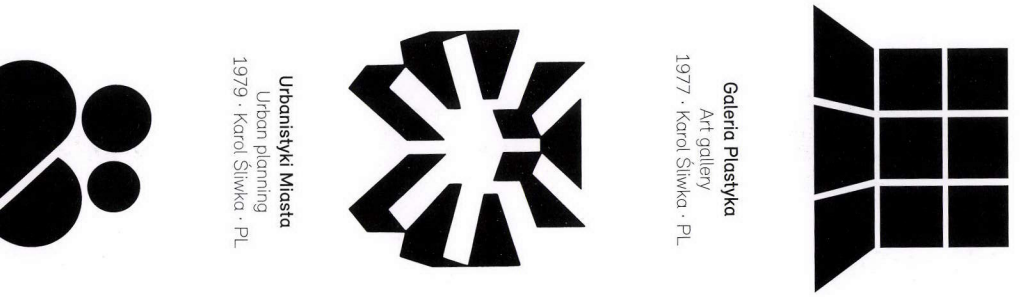
**Uniprod**
Community services
1983 · Karol Śliwka · PL



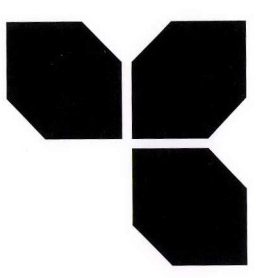
**Elektryków Polskich**
Electrical engineers association
1976 · Karol Śliwka · PL



**Polton**
Record label
1984 · Karol Śliwka · PL



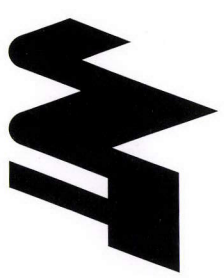
**Galeria Plastyka**
Art gallery
1977 · Karol Śliwka · PL



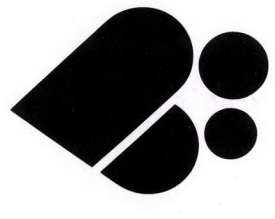
**Prodex**
Polyurethanes
1984 · Karol Śliwka · PL



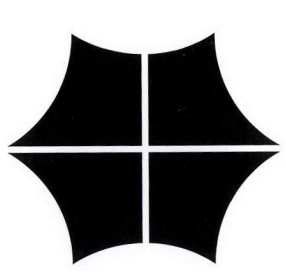
**Urbanistyki Miasta**
Urban planning
1979 · Karol Śliwka · PL



**Wydawnictwa Naukowo-Techniczne**
Publishing
1984 · Karol Śliwka · PL



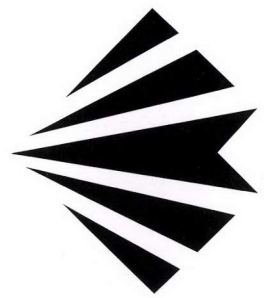
**Instytut Matki i Dziecka**
Medical institute
1980 · Karol Śliwka · PL



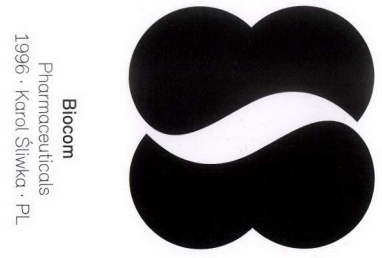
**Guild of Leather Craftsmen**
1986 · Karol Śliwka · PL



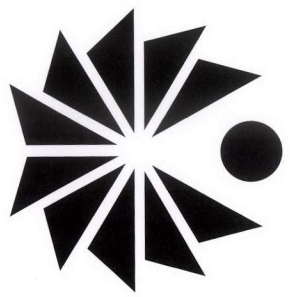
**Polish General Trading Company**
1983 · Karol Śliwka · PL



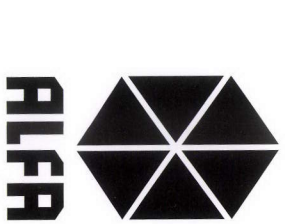
**Remed**
Medical equipment
1986 · Karol Śliwka · PL



**Biocom**
Pharmaceuticals
1996 · Karol Śliwka · PL

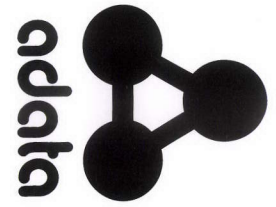


**Pacific**
Trading
1990 · Karol Śliwka · PL

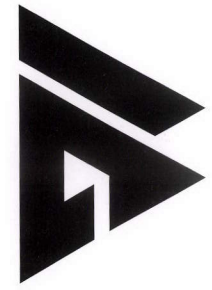


**Alfa**
Chemicals
1990 · Karol Śliwka · PL

**Hanna Barbera Poland**
Animation studio
1989 · Karol Śliwka · PL



**Adata**
Information technology
1989 · Karol Śliwka · PL



**Spółdzielnia Mieszkaniowa**
Housing association
1987 · Karol Śliwka · PL

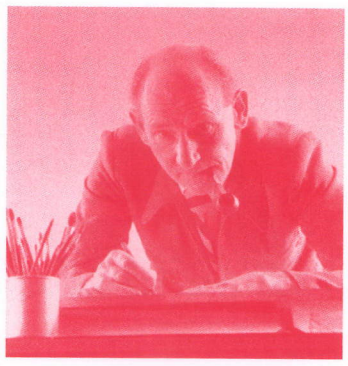
**I usually start from drawing in my mind, and everywhere I am, I think: What is it? Where is it? How can I do this? When a few ideas start to crystallize, I go to the library and get an encyclopedia. I gather information and materials on the subject I am working on. When I've got to know the company's "identity", I take out my pencil and some paper.**
Karol Śliwka

**Meistens fange ich das Zeichnen im Kopf an. Wo immer ich bin, frage ich mich: Was ist es? Wo ist es? Wie mache ich's? Wenn sich die ersten Ideen herauskristallisieren, hole ich aus der Bibliothek ein Nachschlagewerk. Ich sammle Informationen und Material zu meinem Thema. Wenn ich die „Identität" des Unternehmens erfasst habe, greife ich zum Stift.**
Karol Śliwka

**Je commence par dessiner dans ma tête. Partout où je vais, je me demande : Qu'est-ce que c'est ? Ça se passe où ? Comment aborder la chose ? Quand les idées se cristallisent, je glane des informations sur le sujet sur lequel je travaille. Quand j'arrive à percevoir « l'identité » de l'entreprise, je prends un crayon et du papier.**
Karol Śliwka

# Anton Stankowski

1906–1998 · DE



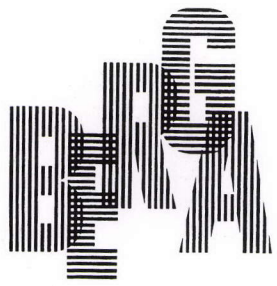
Anton Stankowski was born in 1906 in Gelsenkirchen. He served an apprenticeship as a painter of stage sets before becoming a journeyman in a church painter's studio. From 1927 to 1929 he attended the Folkwang School of Art in Essen, where his tutors included Max Burchartz, a pioneer of German graphic design. In 1929 Stankowski moved to Zurich to work in an advertising studio where he first came into contact with Constructivist artists such as Richard Paul Lohse, Herbert Matter and Max Bill. In 1938 he returned to Germany and two years later was drafted for military service, but was soon taken prisoner by Soviet forces and was not released from the PoW camp until 1948. He then spent four years as an editor, graphic artist and photographer for the magazine *Stuttgarter Illustrierte* before finally setting up his own studio in Stuttgart in 1951. He quickly made a name for himself, especially as a designer of trademarks for industrial corporations, and rapidly built up a solid customer base. Within a few years he had to hire more designers and assistants, and his studio became one of Germany's premier addresses for graphic design. Alongside graphic design, Stankowski pursued his interest in Constructivist art, and often the boundaries between his commissioned work and his own artistic projects became blurred. For example, on a number of occasions he used experimental works as illustrations for promotional calendars. He was also commissioned as an interior designer for corporate buildings. His Deutsche Bank logo, designed in 1974 for a competition to create a new brand for the bank, is one of the world's best-known trademarks. When Karl Duschek became a partner in the practice in 1980, Stankowski was able to devote more time to painting. Ever since, the work he did for his own pleasure rather than for clients has been admired in several solo and group exhibitions. Until his death in 1998 Stankowski remained true to his role as an artist who successfully straddled the boundary between working to order and self-expression. His motto continued to be: "Whether it's art or design, it has to be good."

**AMG Menziken & Gontenschwil**
Aluminum
1932 · Anton Stankowski · DE

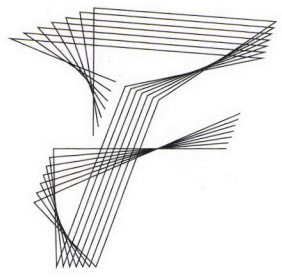
**Sulzer Maschinenfabrik**
Machinery
1930s · Anton Stankowski,
Hans Neuburg · DE/CH

**Canis Lehrfilme**
Educational films
1938 · Anton Stankowski · DE

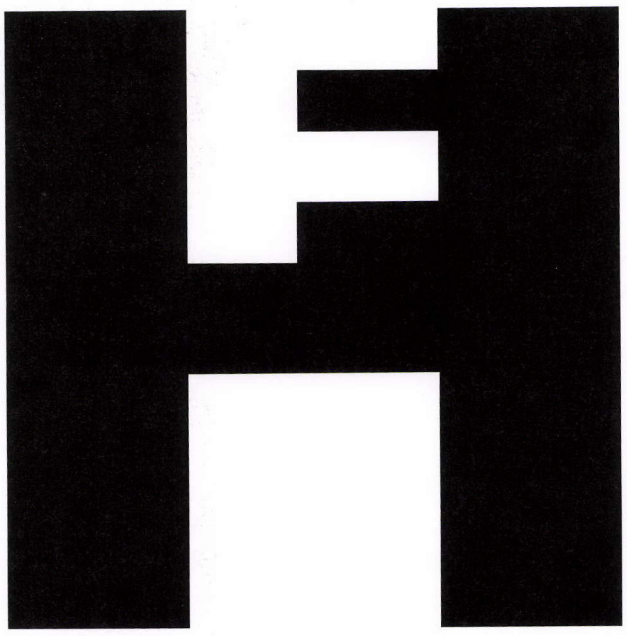
**Klöckner Stahlwerke**
Steelworks
1949 · Anton Stankowski · DE



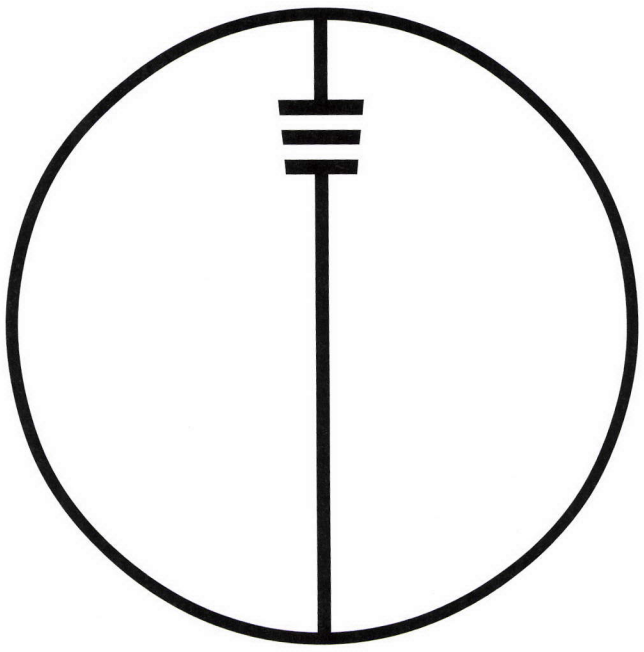
**Berga**
Curtains
1949 · Anton Stankowski · DE



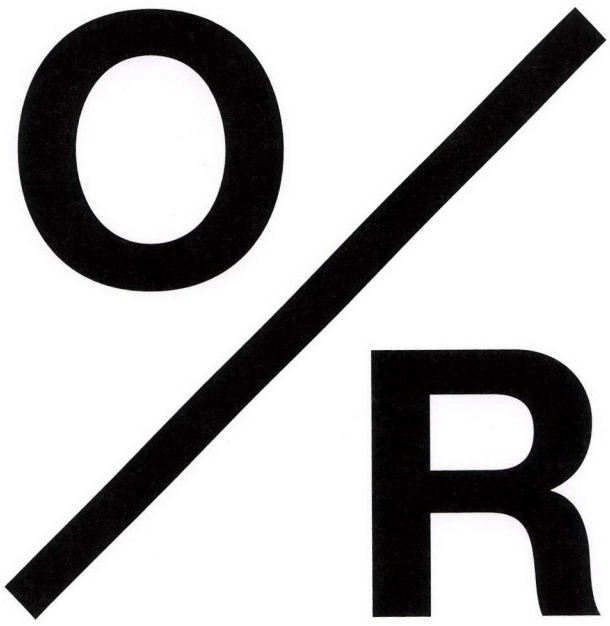
**Heinrich Fink Buchdruckerei**
Printing
1940s · Anton Stankowski · DE



**Friedrich Heyking Stahlbau**
Steelworks
1953 · Anton Stankowski · DE



**Süddeutscher Rundfunk**
Broadcasting
1954 · Anton Stankowski · DE

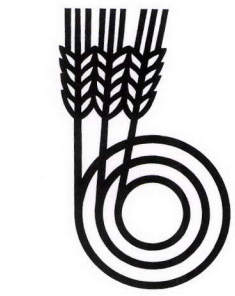


**Dr. O. S. Rechenauer**
Management consultancy
1956 · Anton Stankowski · DE

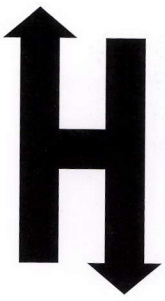
Anton Stankowski wurde 1906 in Gelsenkirchen geboren. Seine Ausbildung begann er bei einem Dekorationsmaler und als Geselle bei einem Atelier für Kirchenkunst. Zwischen 1927 und 1929 studierte er an der Folkwangschule in Essen, u. a. bei Max Burchartz, einem Pionier des deutschen Grafikdesigns. Der Umzug nach Zürich erfolgte 1929, wo er in einem Reklameatelier tätig war und erste Kontakte zu konstruktivistischen Künstlern wie Richard Paul Lohse, Herbert Matter oder Max Bill knüpfen konnte. Er musste 1938 nach Deutschland zurückkehren und wurde zwei Jahre später zum Kriegsdienst eingezogen. Bald darauf geriet Stankowski in russische Kriegsgefangenschaft und kam erst 1948 wieder frei. Danach arbeitete er vier Jahre lang als Schriftleiter, Grafiker und Fotograf bei der *Stuttgarter Illustrierten* und gründete schließlich 1951 ein eigenes Atelier in Stuttgart. Besonders als Entwickler von Markenzeichen für Industrieunternehmen machte er sich schnell einen Namen und konnte einen veritablen Kundenstamm aufbauen. Sein Atelier, in dem er bereits nach wenigen Jahren mehrere Mitarbeiter und Assistenten beschäftigte, wurde zu einer der ersten Adressen für Grafikdesign in Deutschland. Parallel arbeitete Stankowski immer an konstruktivistisch-künstlerischen Arbeiten. Nicht selten war die Grenze zwischen Auftragsarbeit und künstlerischem Projekt fließend. So publizierte er beispielsweise seine experimentellen Arbeiten mehrfach als Werbekalender oder wurde mit künstlerischen Arbeiten für die Gestaltung von Firmengebäuden beauftragt. Mit seinem Logo für die Deutsche Bank, das sich in einem internen Wettbewerb durchsetzte, schuf er 1974 eines der bestbekannten internationalen Markenzeichen. Der Gestalter Karl Duschek wurde 1980 Partner des Ateliers. Stankowski konnte sich nun verstärkt der Malerei widmen. Seine freien Arbeiten wurden spätestens seit dieser Zeit in zahllosen Einzel- und Gruppenausstellungen gewürdigt. Bis zu seinem Tod im Jahr 1998 blieb Stankowski seiner Rolle als Grenzgänger zwischen freien und angewandten Arbeiten treu, gemäß des von ihm selber formulierten Leitspruchs: „Ob Kunst oder Design ist egal – nur gut muss es sein."

# A ST

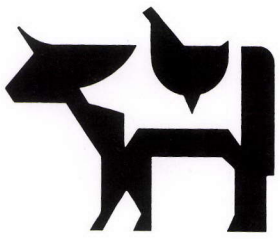
Anton Stankowski naît en 1906 à Gelsenkirchen, en Allemagne. Il commence sa formation chez un peintre décorateur, puis comme apprenti dans un atelier d'art d'église. De 1927 à 1929, il suit des études à la Folkwangschule, à Essen, notamment avec Max Burchartz, pionnier du design graphique allemand. En 1929, il s'installe à Zurich, où il travaille dans un atelier de réclames et noue ses premiers liens avec des artistes constructivistes comme Richard Paul Lohse, Herbert Matter ou Max Bill. Contraint de rentrer en Allemagne en 1938, il est mobilisé deux ans plus tard pour le service de guerre. Peu après, il est fait prisonnier de guerre en Russie et ne sera libéré qu'en 1948. À son retour, Stankowski travaille pendant quatre ans comme rédacteur en chef, graphiste et photographe à la *Stuttgarter Illustrierte* avant de fonder finalement son propre atelier en 1951 à Stuttgart. Il se fait rapidement un nom, principalement comme développeur de marques commerciales pour des entreprises industrielles, et parvient à se constituer une véritable clientèle fixe. Son studio, dans lequel il emploie plusieurs collaborateurs et assistants après seulement quelques années, devient une des premières adresses de design graphique en Allemagne. Parallèlement, Stankowski travaille régulièrement à des œuvres artistiques constructivistes, et il n'est pas rare que la frontière entre travail de commande et projet artistique soit perméable : c'est ainsi qu'il publie à plusieurs reprises ses travaux expérimentaux sous forme de calendriers publicitaires ou qu'on lui passe commande d'œuvres artistiques pour décorer des bâtiments industriels. Avec le logo conçu pour la Deutsche Bank, qui s'impose dans le cadre d'un concours interne, il crée en 1974 un des signes les mieux connus au niveau international. En 1980, le graphiste Karl Duschek devient associé de son studio. Stankowski peut alors consacrer davantage de temps à la peinture. Au plus tard à partir de cette époque, son travail indépendant est présenté dans de nombreuses expositions de groupe ou personnelles. Jusqu'à sa mort en 1998, Stankowski est resté fidèle à son rôle de frontalier entre les domaines appliqué et indépendant, conformément à sa devise « Art ou design, peu importe – pourvu que ce soit bon. »



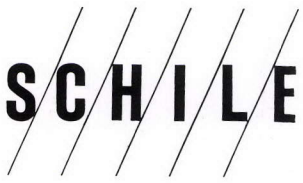
**Landwirtschaftlicher Einkauf**
Agricultural trade collective
1950 · Anton Stankowski · DE



**Haushahn Aufzugfabrik**
Elevators
1950s · Anton Stankowski · DE

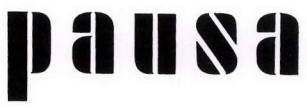


**Animal Feed**
1950 · Anton Stankowski · DE




**Schile**
Floor tiler
1955 · Anton Stankowski · DE

**Mercedes Zigaretten**
Cigarettes
1950s · Anton Stankowski · DE

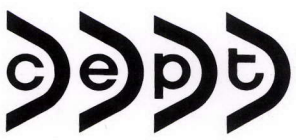



**Pausa**
Weaving
1950s · Anton Stankowski · DE

**Stolz Werbeplanung**
Advertising services
1954 · Anton Stankowski · DE

**Spinner**
Department store
1953 · Anton Stankowski · DE

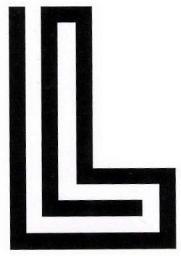
**Württembergische Bibelanstalt**
Publishing
1955 · Anton Stankowski · DE



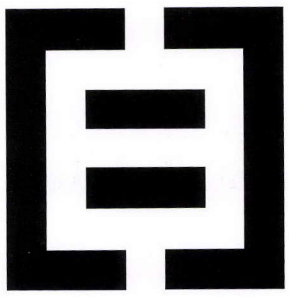

**European Conference of Postal and Telecommunications Administrations**
Communications organization
1958 · Anton Stankowski · DE

**Gesellschaft für Export und Import**
1950s · Anton Stankowski · DE

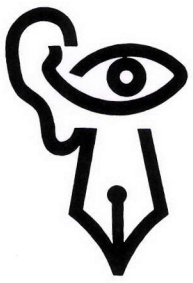
**Iduna Versicherungen**
Insurance
1958 · Anton Stankowski · DE



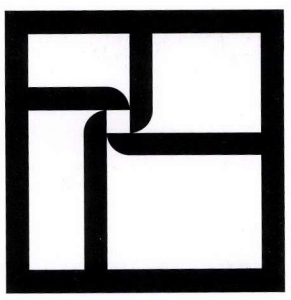
**Lührmann Architekten**
Architecture
1958 · Anton Stankowski · DE



**Bürkert Regeltechnik**
Control systems engineering
1959 · Anton Stankowski · DE

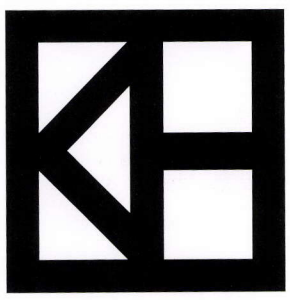


**Deutsche Zeitung, Stuttgart**
Newspaper
1959 · Anton Stankowski · DE

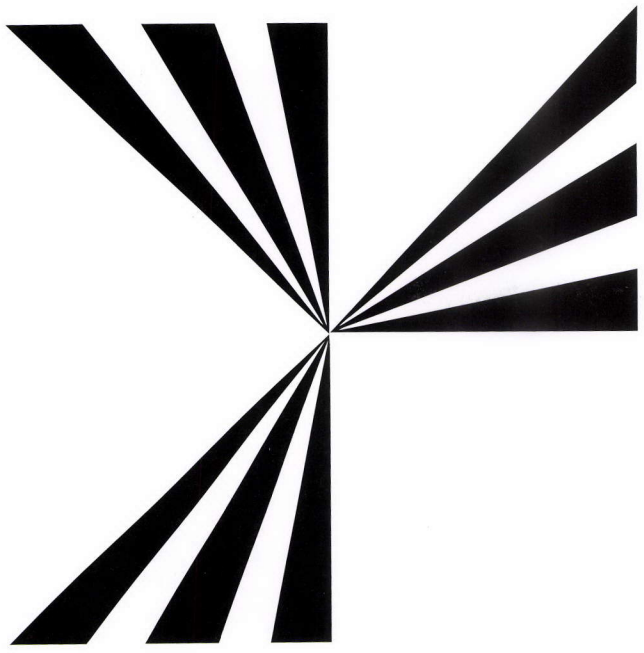


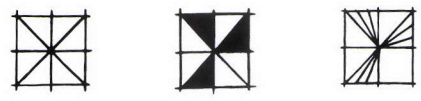
**Air-conditioning**
1959 · Anton Stankowski · DE

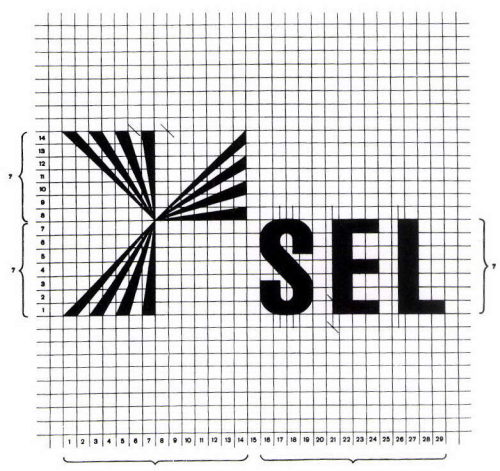
**Savag Versicherung**
Insurance
1959 · Anton Stankowski · DE

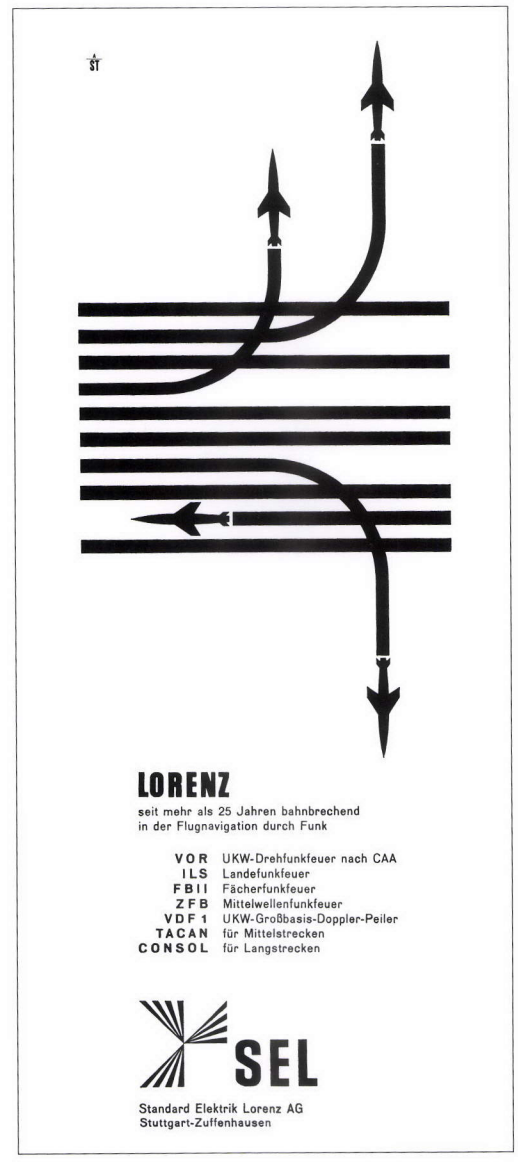


**Kornhaus**
Textiles
1960s · Anton Stankowski · DE







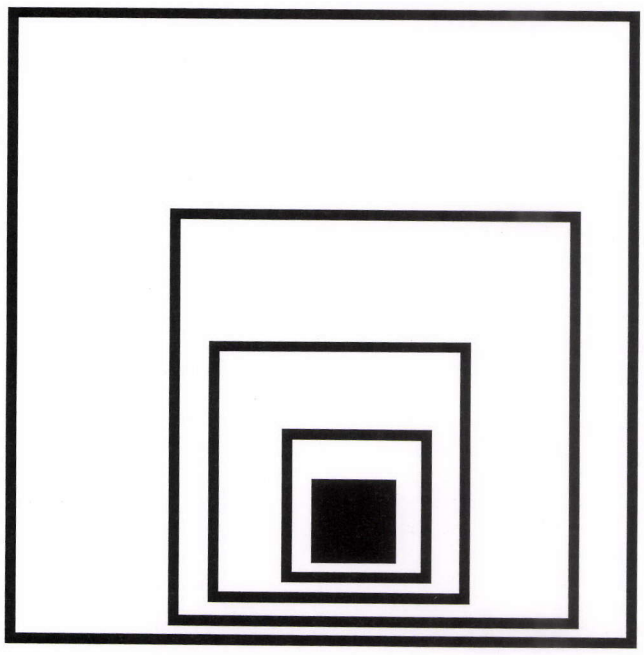

**Standard Elektrik Lorenz**
Electronics
1955 · Anton Stankowski · DE

Stankowski's 30-year working relationship with SEL made the Stuttgart-based electronics firm his first and most loyal client. In the mid-1950s he designed the company's "starburst" logo, about which he wrote: "The logo expresses the correlation and interaction between sending and receiving. The starting point was a basic symmetrical shape. The result of transforming symmetricality into asymmetricality makes the logo more attention-grabbing and more memorable."

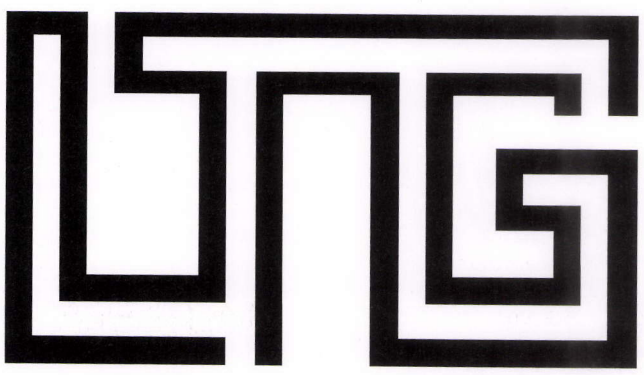
Das Stuttgarter Elektronikunternehmen SEL war mit einer 30 Jahre anhaltenden Zusammenarbeit einer der ersten und längsten Auftraggeber Stankowskis. Mitte der 1950er-Jahre entstand der sogenannte „Strahlenstern" als Markenzeichen des Unternehmens. Stankowski schrieb dazu: „Das Zeichen drückt die Korrelation und Wechselbeziehung zwischen Senden und Empfangen aus. Ein symmetrisches Grundprinzip war Ausgangspunkt. Die daraus entwickelte asymmetrische Lösung bekommt so einen verstärkten Aufmerksamkeits- und Erinnerungswert."

Avec 30 ans de collaboration suivie, l'entreprise d'électrotechnique SEL sise à Stuttgart a été un des commanditaires de la première heure et les plus constants de Stankowski. Au milieu des années 1950 fut créée « l'étoile branchue », logo de l'entreprise à propos duquel Stankowski a pu écrire : « Ce signe exprime la corrélation et l'interaction entre émission et réception. Au départ, il y a eu un principe fondamentalement symétrique. La solution asymétrique qui en a résulté se charge ainsi d'un effet d'attention et de remémoration accru. »

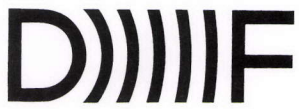
**Rat für Formgebung**
Design council
1960 · Anton Stankowski · DE



**Planen und Wohnen**
Interior design
1960s · Anton Stankowski · DE

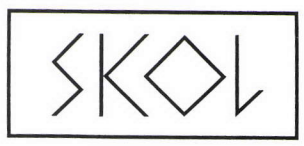


**LTG Lufttechnische Gesellschaft**
Air-conditioning
1962 · Anton Stankowski · DE

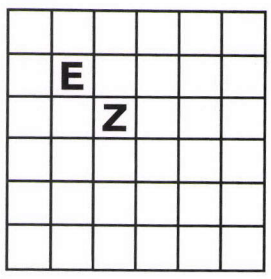


**Zweites Deutsches Fernsehen**
Broadcasting (proposed design)
1960 · Anton Stankowski · DE

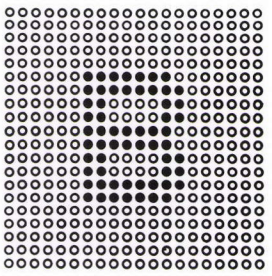
**Viessmann**
Heating technology
1960 · Anton Stankowski · DE



**Skol**
Liquor
1960 · Anton Stankowski · DE

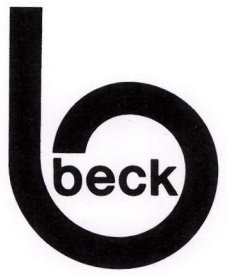



**EZ - Gütezeichen für Fertigbauteile**
Prefabricated building materials
1963 · Anton Stankowski · DE



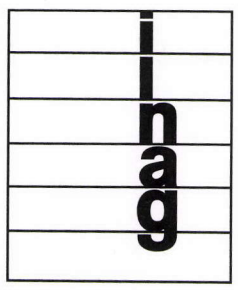
**Behr Möbel**
Furniture
1963 · Anton Stankowski · DE

**Casserole**
Food stores
1965 · Anton Stankowski · DE




**Walter Beck Meßtechnik**
Measuring technology
1965 · Anton Stankowski · DE

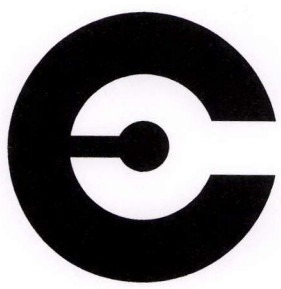
**Gavas**
Injection molding
1965 · Anton Stankowski · DE




**Ilnag**
Roller shutters
1965 · Anton Stankowski · DE

**Vetega**
Trade organization
1966 · Anton Stankowski · DE

**Das Bunte Blatt**
Magazine
1967 · Anton Stankowski · DE



**Reproduktionsmaschinen AG**
Reprographics
1960s · Anton Stankowski · DE

## Deutscher Werkbund
German association
of craftsmen
1963 · Anton Stankowski · DE

The Deutsche Werkbund is an association of artists, architects, designers and industrialists that was founded in 1907. When Stankowski was commissioned to design a new logo in 1963, the organization had 14 independent regional branches. His design solution consisted of the words "Werk" and "Bund," which could be changed through color variations and different positioning of the two syllables. The image reflected the centralized as well as the decentralized nature of the association. The logo is still in use today.

Der Deutsche Werkbund ist eine wirtschaftskulturelle Vereinigung von Künstlern, Architekten, Unternehmern und Sachverständigen, die bereits 1907 gegründet wurde. Als Stankowski 1963 mit dem Entwurf eines neuen Signets beauftragt wurde, hatte der Werkbund 14 unabhängige Landesverbände. Seine Lösung bestand in einer kombinierten Wortmarke, die sich durch unterschiedliche Platzierung und Farbigkeit verändern ließ. Als visuelle Synthese wurde Zentralisation und Dezentralisation des Vereins widergespiegelt. Bis heute ist sein Logo in Verwendung.

Le Deutscher Werkbund, regroupement économique et culturel d'artistes, architectes, entrepreneurs et experts a été fondé dès 1907. En 1963, au moment où Stankowski est chargé d'en concevoir le nouveau signet, le Werkbund compte déjà 14 associations indépendantes œuvrant chacune dans le cadre d'un Land. Sa solution graphique fut une marque combinée pouvant être modulée en termes de disposition et de couleurs. La synthèse visuelle traduisait le caractère centralisé et décentralisé du Werkbund.

**Stadt Hamburg**
City identity (proposed design)
1968 · Anton Stankowski · DE

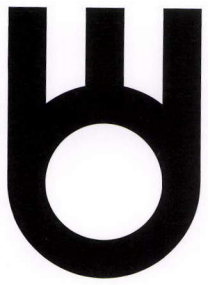
**Plus**
1967 · Anton Stankowski · DE

**IFE Fahrzeugkonstruktion**
Automobile design
1968 · Anton Stankowski · DE

**Rationalisierungskuratorium der Deutschen Wirtschaft**
Trade organization
1968 · Anton Stankowski · DE

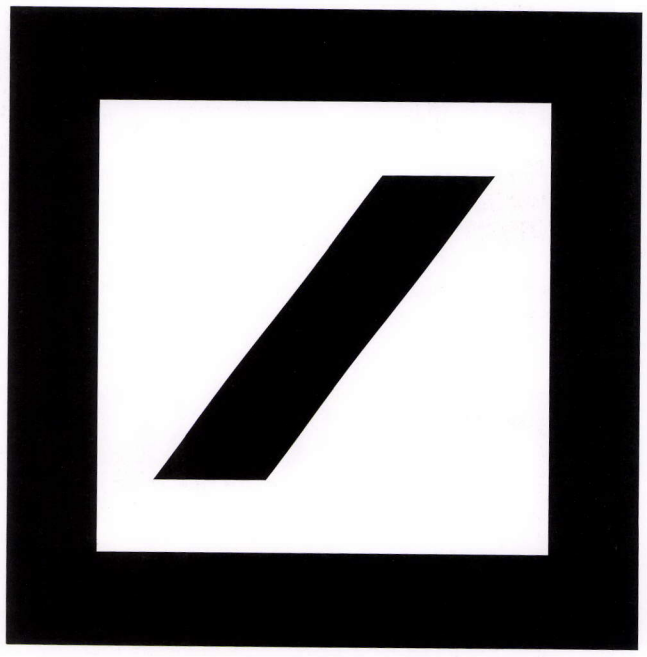
**Stadt Berlin**
City identity
1969 · Anton Stankowski · DE

**Trissl Lift**
Ski lift
1969 · Anton Stankowski · DE

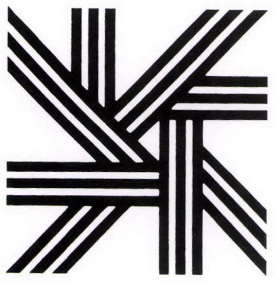


**Deutscher Ring**
Insurance
1969 · Anton Stankowski · DE

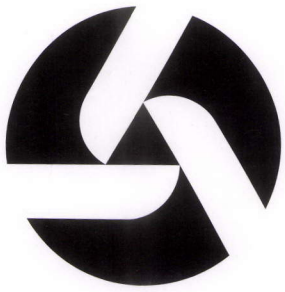
**Hüller**
Machine tools
1973 · Anton Stankowski · DE



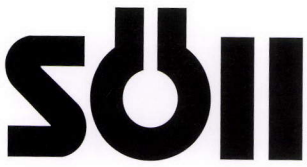
**Deutsche Bank**
1973 · Anton Stankowski · DE



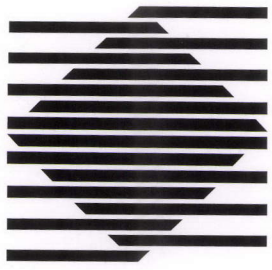
**Stadt Nellingen**
City identity
1969 · Anton Stankowski · DE



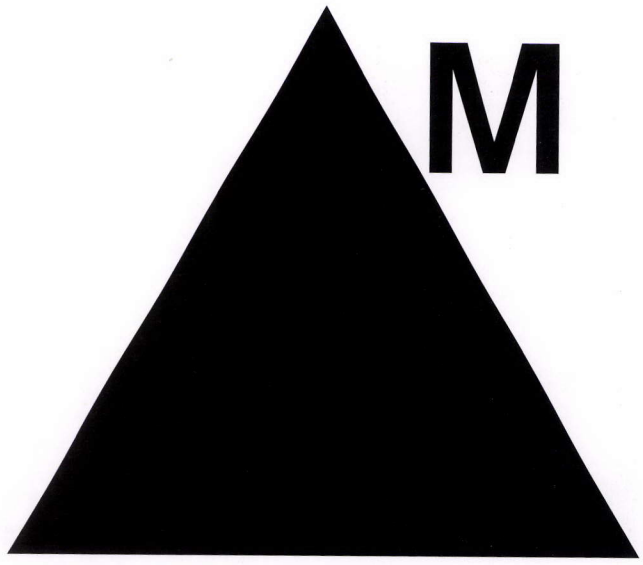
**Internationale Messe für Sanitär Heizung und Klima**
Heating and sanitation trade fair
1974 · Anton Stankowski · DE



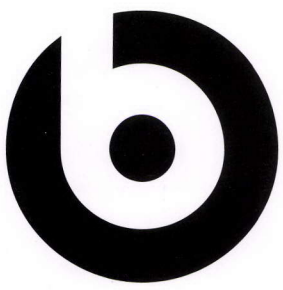
**Söll**
Metalworks
1970 · Anton Stankowski · DE



**Münchner Rück**
Insurance
1974 · Anton Stankowski · DE

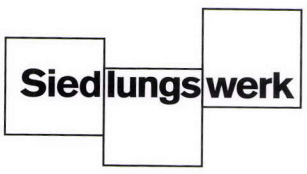



**Merkurbergbahn Baden-Baden**
Mountain railway
1980 · Anton Stankowski · DE

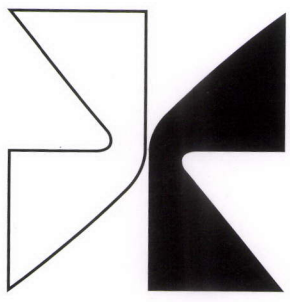


**Stadt Brühl**
City identity
1971 · Anton Stankowski · DE

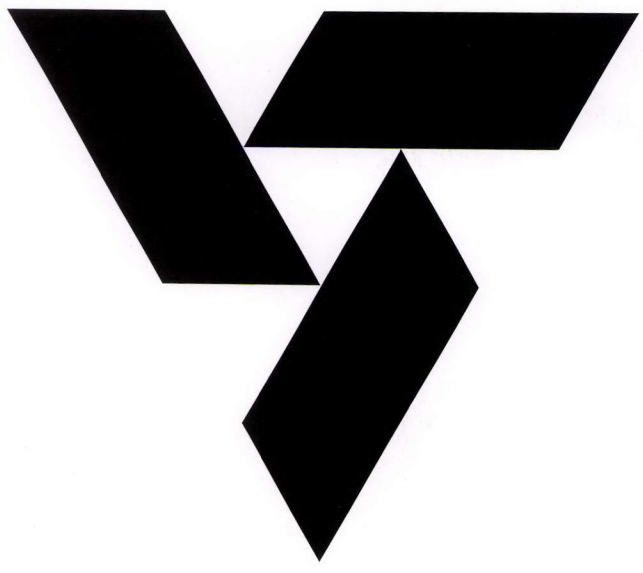
**Pausa Industriefräsen**
Milling machinery
1970s · Anton Stankowski · DE



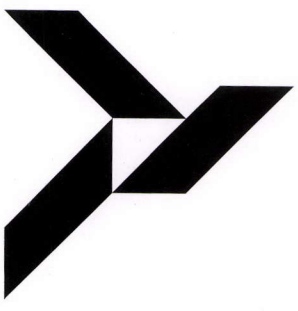

**Siedlungswerk Wohnungsbau**
House construction
1972 · Anton Stankowski · DE



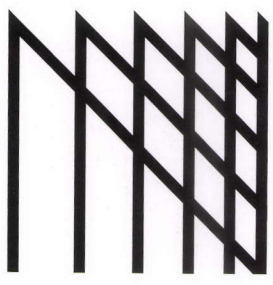
**Klinikum Uni Göttingen**
University medical institute
1975 · Anton Stankowski · DE



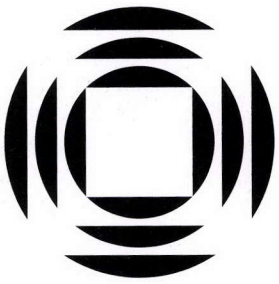
**Vereinte Versicherung**
Insurance
1986 · Anton Stankowski · DE



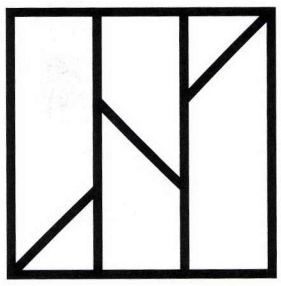
**Flughafen Stuttgart**
Airport
1972 · Anton Stankowski · DE



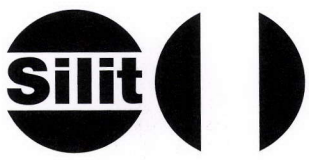
**Stahlhochbau RAL-Gütezeichen**
Steel engineering
1975 · Anton Stankowski · DE



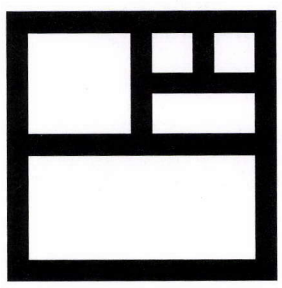
**Bickenbach Industriebedarf**
Industrial supplier
1977 · Anton Stankowski · DE



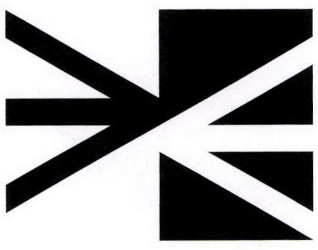
**Europalia 77**
Arts festival
1977 · Anton Stankowski · DE




**Silit**
Metal goods
1977 · Anton Stankowski · DE

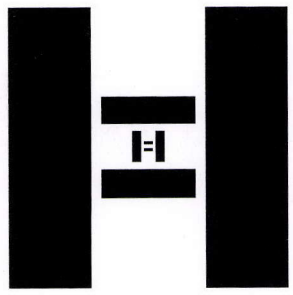


**IG Immobiliengesellschaft**
Real estate
1979 · Anton Stankowski · DE

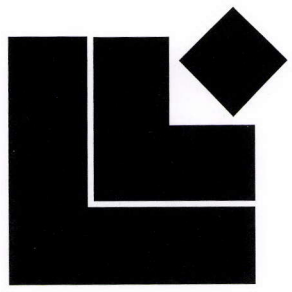


**Moeckl Dialog Funkgeräte**
Radio equipment
1979 · Anton Stankowski · DE

**Kreiskrankenhaus Sigmaringen**
Hospital
1980 · Anton Stankowski · DE

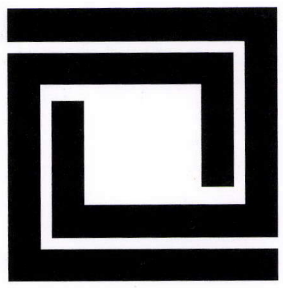


**Hatje Verlag**
Publishing
1980 · Anton Stankowski · DE

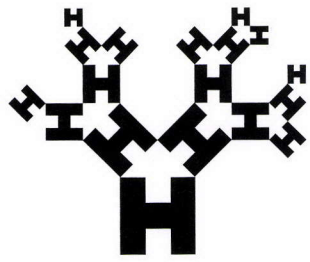


**RKW Seminare**
Small business workshops
1980 · Anton Stankowski · DE

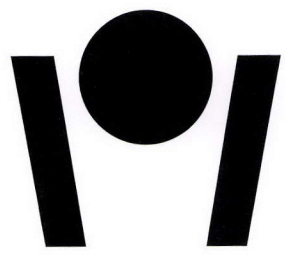
**Treffpunkt Senior**
Senior citizens organization
1980 · Anton Stankowski · DE



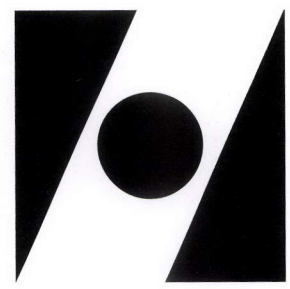
**TTW Heizkessel**
Heating technology
1980 · Anton Stankowski · DE



**Landesgartenschau Schwäbisch-Hall**
Horticultural show
1982 · Anton Stankowski · DE



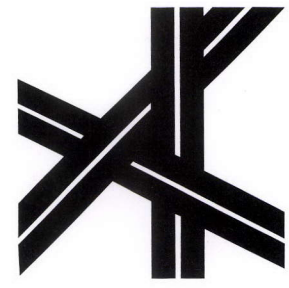
**Basketball Europameisterschaft**
European basketball championship
1985 · Anton Stankowski · DE



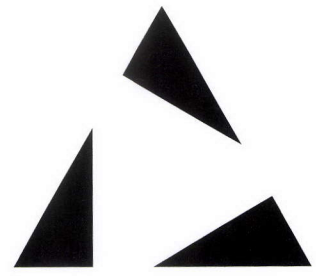
**Deutsches Sportmuseum**
Sports museum
1986 · Anton Stankowski · DE

**Autohaus Salzmann**
Automobile dealer
1987 · Anton Stankowski · DE

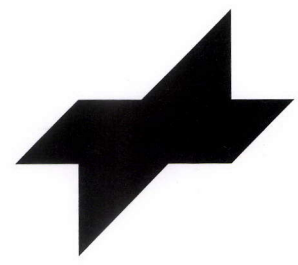
**BKK Bundesverband der Betriebskrankenkassen**
Union of company health insurance funds
1988 · Anton Stankowski · DE



**Ingenieurbaupreis Ernst & Sohn**
Civil engineering
1988 · Anton Stankowski · DE



**Altana AG**
Chemicals
1990 · Anton Stankowski · DE



**Eberhard Mayntz**
Construction company
1993 · Anton Stankowski · DE

**La marque est l'élément le plus important de l'image de l'entreprise. Son caractère prioritaire lui vient notamment du fait qu'en tant que constante publicitaire elle doit avoir un effet intemporel. Elle est à la fois constante visuelle, signal et marqueur.**
Anton Stankowski

**Die Marke ist das wichtigste Element des Firmenbildes. Sie erhält ihre Priorität auch dadurch, dass sie als Werbe-Konstante zeitlos zu wirken hat. Sie ist visuelle Klammer, Signal und Markierung zugleich.**
Anton Stankowski

**The brand is the most important element in a company's image. This means that its top priority is its ability to function for all time as a constant promotional tool. It is simultaneously a visual hook, a signal and an identifier.**
Anton Stankowski

# Créateur Index

# Gestalter Index

# Designer Index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# Country Codes

# Länderkürzel

# Codes des pays

| | | |
|---|---|---|
| AR | Argentina | Argentine |
| AT | Austria | Autriche |
| AU | Australia | Australie |
| BE | Belgium | Belgique |
| BG | Bulgaria | Bulgarie |
| BR | Brazil | Brésil |
| CA | Canada | Canada |
| CH | Switzerland | Suisse |
| CN | China | Chine |
| CO | Colombia | Colombie |
| CU | Cuba | Cuba |
| CZ | Former Czechoslovakia | Ancienne Tchécoslovaquie |
| DE | Germany | Allemagne |
| DE-GDR | Former German Democratic Republic | Ancienne République démocratique allemande |
| DK | Denmark | Danemark |
| ES | Spain | Espagne |
| FI | Finland | Finlande |
| FR | France | France |
| GR | Greece | Grèce |
| HK | Hong Kong | Hong Kong |
| HU | Hungary | Hongrie |
| IE | Ireland | Irlande |
| IL | Israel | Israël |
| IN | India | Inde |
| IR | Iran | Iran |
| IS | Iceland | Islande |
| IT | Italy | Italie |
| JP | Japan | Japon |
| KR | South Korea | Corée du Sud |
| MX | Mexico | Mexique |
| NL | Netherlands | Pays-Bas |
| NO | Norway | Norvège |
| PL | Poland | Pologne |
| PT | Portugal | Portugal |
| RU | Russia | Russie |
| SE | Sweden | Suède |
| SI | Slovenia | Slovénie |
| TH | Thailand | Thaïlande |
| TR | Turkey | Turquie |
| TW | Taiwan | Taïwan |
| UK | United Kingdom | Royaume-Uni |
| US | United States | États-Unis |
| YU | Former Republic of Yugoslavia | Ancienne République de Yougoslavie |
| VE | Venezuela | Venezuela |

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